BAYLINE

SLA Connecting People and Information

Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

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President's Message

By Rochelle Richardson

Greetings! As we begin a new year and a new decade, I would like to say thank you to our outgoing board and advisory council members for a job very well done, to our ongoing board and council members for hanging in there with us, and a big thank you to the incoming board and council members who said "yes" to the opportunity to help shape the Chapter in the coming year(s). A full list of the current board and council members can be found on page 3; please seek us out if you have a question, a concern, an "in" with a potential program speaker, or if you just want to say hello.

I encourage anyone who has a little spare time to consider volunteering to help our programs committee with a single event this year — all help is welcome, from tabulating registrations to hunting down a venue or coordinating a topic and speaker. There are opportunities available to help Jana de Brauwere with planning our professional development events, and our new Tours Chair Hilary Schiraldi would welcome your suggestions for tour locations this year. If logistics are your thing, drop a line to Susan Karplus and Cathy Hardy, our new hospitality co-chairs.

Speaking of programs, Heather Gamberg, director of programs, and Craig Griffith, assistant director of programs, are concentrating on rounding up and planning out the dinner programs for the year. I'm hoping many of us had the chance to attend the February 2 program held jointly with BayNet, featuring George Oates, project lead of the Open Library Project at Internet Archive. I look forward to enjoying the 2010 programs; please tune in to the web site regularly to see what's coming up next.

New from December 2009 and extending through 2010, are "Open Office" tours, led by Alys Tryon, our academic relations chair. Alys has devised these as an informal way to learn about different specialties or work environments from the perspectives of individuals who are in the field. They are particularly focused toward our student and new members, but all are welcome to join in and see where fellow Chapter members spend their working hours.

As outgoing membership chair, I would like to take this opportunity to reiterate SLA's tiered dues structure. There are five levels of full membership available, including student membership, and I highly recommend taking a look at the SLA membership page to see what the options are. If you have any questions, please let me know, or contact Cyndi Berglez, president-elect and incoming membership chair.

And finally, Cyndi Berglez and I just returned from the SLA Leadership Summit, held this year in St. Louis, MO. This conference is open to anyone and is a valuable opportunity to improve leadership skills and learn more about how the organization works on an international level. This year's keynote speaker was James Kane, a "loyalty strategist" who addressed how we can build strong relationships within our organizations and outside of them as well. I look forward to reporting on the conference in the next issue of Bayline.

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Editor's Notes

Dear Readers,

It's the start of a brand new year, and Bayline is starting off wonderfully with a heavily packed issue. This year marks volume 80, which means that this publication has been out for quite a few decades!

Thank you to all of the contributors of this issue. Your dedication and willingness to provide solid and valuable content is much appreciated, as always. This issue has tons of updates, pictures, and summaries of everything you might have missed in the past couple of months.

If you have suggestions for improving Bayline in any way, I'd like to hear from you (see below for my contact information). Whether you have ideas about the layout, or suggestions on the type of content that should be included, please send me your ideas.

In addition, I'm always looking for volunteers to write summaries on Chapter events and/ or take pictures of events. If you have an interest in writing or an eye for photography, contributing to Bayline is one of the many ways that you can get involved with the Chapter. Contact me and we can talk about what you'd like to help with.

The deadline for submitting contributions for the April/May issue is February 28.

Contact: bayline_editor@yahoo.com

TIPS FOR JOB SEEKERS

By Jan Keiser, SLA-SF Ethics Ambassador

In November, the Corporate Resource Center at NORCAL Mutual Insurance Company (my library) hosted a group of students to introduce the workings of a corporate library. There is so much knowledge to disseminate but never enough time, so I drew up a quick list of ideas for a job search. Some of this I learned when I graduated from SJSU, but all of these points remain relevant to me. The students who attended the CRC Open Office Tour were extremely bright, and had innovative ideas, and any company would be lucky to have them. If they follow even a few of the following points, they will have the opportunity to exhibit their fine characteristics to a hiring manager!

• Prepare 4-6 different resumes describing your talents, targeted to 4-6 types of employers, e.g. small business, non-profit business, corporation, start-up. For each of these audiences, highlight different talents, etc.

• Consider your undergraduate degree. It may be more applicable to a particular position.

• Think of your MLIS as a degree in conducting secondary research. If you have designed surveys, conducted interviews, or led focus groups, include your ability to do primary research. Remember that you are able to conduct research better than people with other degrees (relatively).

• Understand how the Internet technology actually works. Be able to explain to a client (or an interviewer) why everything is not available on the Internet — in technical terms. Explain the invisible web, how information can be protected by the author, not reached by a crawler, etc.

• Determine how each department within a company might need research and target that need. The marketing department is a natural fit, for example, but others could be finance, real estate, business development, and human resources.

• Consider other job sources besides SLA. Consider the Society for Competitive Intelligence Professionals (SCIP), or the federal government. There are many positions that describe who you are, even if they aren't looking for a "librarian."

• Seek out associations and publications that represent the targeted company/industry and read their job lists. If applicable, incorporate that industry's nomenclature to describe yourself. Try communicating using their communication tools.

• As a corporate information professional, you may need to nix the librarian title, unless the company advertises for a librarian. Often times, the hiring manager is told to look for a person with a degree from an ALA-accredited school. If a job description only describes what you do but does not refer to a "librarian," use one of the titles from SLA: Information Specialist, Information Professional, etc.

• Consider joining organizations and subscribing to publications while you are still a student, for obvious reasons.

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2009 SLA-SF BAY REGION CHAPTER AWARDS

Jaye Lapachet Honored with Professional Achievement Award

By Chris Orr

As a member of the Awards Committee, it is my pleasure to announce that Jaye Lapachet is our Chapter's honoree for the Professional Achievement Award. Jaye has been an active member of SLA for over twenty years and well deserves this recognition for her substantial contributions to our Chapter and to the information profession.

Photo by Chris Orr

Jaye works at the law firm of Coblentz, Patch, Duffy and Bass in the San Francisco Ferry Building, where she reports to the IT director and is the manager of library services, an integral part of the firm's management team. She is a founding member of the Medium Size Firm Librarians Group (MSFLG), an informal group of law librarians who exchange ideas through monthly meetings, an e-mail discussion list and a wiki. One of the members of the group, Mark Mackler, recently recalled, "Some years ago, Jaye was helping me plow through a new software package...I will be the first to admit that I have never been known as an 'early adopter' and I told Jaye that I was beginning to feel overwhelmed by all the bells and whistles. Jaye's simple response was 'No Fear.'" Jaye's support and enthusiasm for library tools and technology are reflected in her keen interest in the future of information. She is a member of the SLA Library Futurist's Caucus (http://units.sla.org/caucus/kinf) and can often be found at SLA events and other industry conferences, where she might be a speaker as readily as an audience member.

I remember meeting Jaye at UC Berkeley library school alumni mixers back in the mid-1990s when we were both recent graduates of the SLIS. She could always be relied upon to know the coming technology that might improve our services at work. She truly had no fear in experimenting with innovative technology to see what value it might have to librarianship. We'd yak about wonky things like Z39.50, HTML and SGML, for example, and I could always take something useful back to work with me.

After those years, our paths crossed at numerous SLA meetings and it was always fun to talk with her about XML, Lexis vs. Westlaw, the Bibliotheca Alexandria and other librariana. For eight years, Jaye also co-ran Content Innovations, an information consultancy (http://contentinnovations.com), with business partner Natalie Munn. I had a chance to work with these two on an image database project during my freelance year in 2008 and they rocked. These days, our conversations might just as likely be about wikis, blogs and Twitter as much as any kind of library automation. You may have caught Jaye's and fellow law librarian Camille Reynolds' well-attended presentation on Web 2.0 and library services at Internet Librarian in Monterey last October.

Jaye always has good ideas, and her enjoyment of our SLA-SF programs inspired her to step up to a leadership role in the Chapter. In 2001, Jaye was elected assistant director of programs during my term as director of programs. We were both part of the executive board and worked as a team along with our Chapter's tour and professional development committees to bring great programming to the membership. When Jaye moved up to being director of programs, she wrote in this publication (September/October 2002 issue): "Programming sounds like churning out code for web pages and computer software...we will call Programming "Entertainment" this year. I, as head 'fun-raiser,' want to assure you that the events won't be too frivolous...the committee is working hard to bring educational as well as engaging speakers to the chapter." And she proceeded to do so by leading an active committee that organized programs on web usability, search engines ("What's Hot and What's Not"), visual resources librarianship at Industrial Light and Magic, and song libraries at KFOG, to name just a few of the marvelous events Jaye oversaw in 2002-2003.

Jaye has made important structural contributions to the Chapter that you may not see as a "rank and file" member but that have influenced the Chapter as a whole. Along with Richard Geiger, she helped launch the first of our annual joint programs between SLA-SF and Baynet in 2003, a fruitful

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collaboration that continues still. As Chair of the nominations committee from 2004-2008, Jaye began the hidden yet essential part of her role in our chapter: the annual drafting of the executive board candidates for president, director of programs, treasurer and secretary. In true form, she was meticulous in collecting and organizing the research needed by her committee to identify well-qualified candidates for leadership positions in the chapter, setting a standard that can be built on by her successors. She made the nominating meetings fun but, at the same time, she was diligent in her responsibilities to follow the bylaws and to protect the confidentiality of the committee's deliberations. Her work helped the executive board think ahead, a benefit not only for the chapter, but also for those individual members who have been tapped as leaders. Her successor, Nominations Chair David Grossman, writes, "Jaye is a tireless, dedicated member of the chapter who is always looking for ways to promote the chapter and bring others on board."

Jaye lives with her husband Paul and her son William in Daly City. She is an avid quilter and reader. Congratulations to her for this award!

Anne Hall – Horizon Award Recipient

By Barbara Janis, SLA-SF Awards Committee Chair

A star rises...Anne Hall, as the recipient of the Chapter's Horizon award, has impressed us all with her poise, knowledge and, dare I say, ability to juggle multiple roles. A talent she will soon exercise in spades, as a new role in her personal life arrives in the New Year — the role of motherhood.

Photo courtesy of Anne Hall

If you attended the California Academy of Science Library tour in June, or the Internet Archive tour where Brewster Kahle spoke to attendees, or the March 2008 Federal Reserve Bank Research Library tour, you were a beneficiary of Anne's great organization and management skills, as well as her keen sense of awareness of what would be of greatest interest and utility to her SLA colleagues. Each tour proved to be popular and well attended. Anne finesses the job with aplomb. Sandy Malloy, Anne's tour chair predecessor, comments, "She assumed the position of tour chair despite having a work schedule that was much busier than mine ever was and already included evening work."

Anne is not only a tour coordinator for our Chapter, but has been a tour guide in her past role as curator at the Wells Fargo museum, and now in her present position as archivist/librarian at the Federal Reserve.

Among her many professional activities, in 2007 and 2008, Anne was a grant reviewer for Teaching American History, a program administered by the U.S. Department of Education, and she co-authored an article with Dr. Robert J. Chandler titled "Irene Neasham: California's 'First Lady of History'," for the California Historian. Her community contributions include volunteer work with the California Governor and First Lady's Conference on Women, a role she has played from 2005 to the present. She has also volunteered with the Book Group Expo Conference and city/nationally sponsored classroom and library events, such as "Dictionary Day" and Jumpstart "Read for the Record," as well as the nineteenth "National African American Read-In."

Tim DeWolf, manager at the Federal Reserve, remarks that "since Anne began work there at the beginning of this year, she has brought a great deal of knowledge and wisdom to our library and the organization as a whole. She has assimilated the complicated workings of the Federal Reserve to the extent that she is now giving public tours. As someone who has had a long and rewarding association with SLA, I am acutely aware of the importance of passing the leadership torch to younger members. I am so pleased that Anne is bringing her skills and dedication to our profession and association in such productive ways and am confident that we will benefit from Anne's contributions for many years to come."

Thanks for your service, Anne.

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Linda Yamamoto – Special Projects Award Recipient

By Barbara Janis, SLA-SF Awards Committee Chair

In honor of her extensive, devoted, and longstanding service to the San Francisco Bay Region Chapter as both the reflector and listserv coordinator, the Chapter is proud to award Linda with the Special Projects Award.

This award recognizes a member who has exhibited outstanding, unique or beyond-the-call-of-duty service to the Chapter. As Board Member Mimi Calter said when nominating Linda, "The length of her service is in itself remarkable, but even more inspiring is the exceptional devotion Linda has shown to the project over an extended period of time." Working tirelessly in an area taken for granted by most SLA members, Linda carefully monitors both lists and diligently compares membership lists with subscriber lists to ensure accuracy. She takes extraordinary measures to prevent spam from hitting either list and carefully times the delivery of messages to prevent excessive traffic on the reflector (which tends to upset subscribers). Most importantly, every time she travels or is away from her e-mail for more than a day or two, she carefully alerts Chapter leadership to ensure that all key announcements are made before her

Photo courtesy of Linda Yamamoto

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» Comparison of key suppliers' products and packaging

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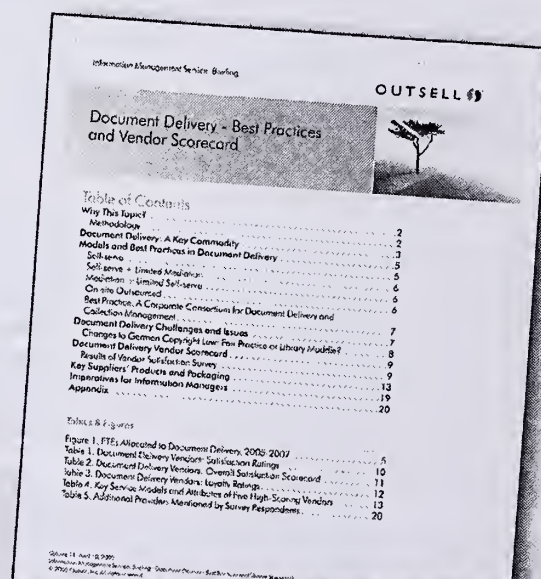
MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Rebecca Kozak, Mosaic Columnist

Presentations

Camille Reynolds and Jaye Lapachet presented "Web 2.0 for Tough Times" at the 13th annual Internet Librarian conference in Monterey in October 2009. They worked together for several months prior to the presentation, testing the collaborative aspects of a variety of social media tools. In the process, Camille and Jaye had a lot of fun and developed something they refer to as "library therapy," where they kick around ideas and/or give each other advice.

Jaye Lapachet also presented, as part of a panel with Coral Henning and Amy Wright, at the Northern California Association of Law Libraries (NOCALL) workshop held at Preservation Park in Oakland on November 10, 2009. Their presentation was titled "Marketing Uses of Social Media in the Law Library." **Terry Richards** was the moderator. The discussion sparked a lively conversation with questions from the audience, and Jaye described the program as fun. When Jaye is not giving presentations, she works at Coblentz, Patch, Duffy & Bass LLP in San Francisco.

News and Updates

Our fearless former leader, **Sandy Malloy** (to the right), was spotted in Phoenix in mid-November 2009, enjoying several Day of Arizona Fall Ball baseball games. You won't be surprised at all to know that it was Marlene Vogelsang who saw her there. Marlene was in town for the inaugural Society for American Baseball Research (SABR) Fall Ball Weekend. For more information, see http://www.sabr.org/

Cynthia Eastman, corporate librarian at Kennedy/Jenks Consultants in San Francisco, will have a short alignment profile in the January/February 2010 issue of Information Outlook. Kennedy/Jenks is an environmental engineering firm that specializes in design of water treatment plants and remediation programs and monitoring of polluted sites, or as they say, "the wonderful world of sewage and toxics." She has been with the firm for 9 years.

Sandy Malloy at the ball park

That's it for this issue. Send your news items for the next issue to rkozaklewis@yahoo.com. Rebecca Kozak.

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departure. In his nomination letter, George Plosker described how the thing that impresses him most about Linda is her active participation in both the San Francisco and San Andreas chapters in a variety of roles for many years, and also at the division-level with Physics-Astronomy-Mathematics and Science-Technology. She is typically involved in a communications role and works behind the scenes with her usual efficiency. Linda is one of the key people who helps make these chapters run — not a small feat.

Linda stays abreast of what is going on in the fairly large world of libraries at Stanford. This knowledge has enabled her to direct vendors to the correct contacts. Her fluency with database products allows her to provide vendors with detailed feedback on how their products are working for users at Stanford. Linda's work history includes stints at the New York Public Library; the University of California, Davis, Physical Science Library; and for the past twelve years, as head librarian and bibliographer in the Mathematics/Computer Science Library at Stanford University. She has affiliations with the Springer Library Advisory Board and the American Library Association.

DEALING WITH TOUGH TIMES: STRATEGIES FROM INTERNET LIBRARIAN

By Rita Evans

While I've attended most SLA annual conferences over the past 30 years, I'd never made it to the Monterey peninsula for Internet Librarian until this past October. I learned a lot and found it an interesting contrast to SLA. The smaller size, both in terms of the venues and number of program choices, made scheduling simpler. Sessions were short, and individual presentations were very brief by SLA standards. Perhaps those time constraints were why most Internet Librarian speakers delivered very focused, practical presentations.

The 2009 conference theme, *Net Initiatives for Tough Times: Digital Publishing, Preservation and Practices*, is best represented by the following three sessions which addressed very different topics in different ways: "Web 2.0 for Tough Times," "Retooling Technical Services for the Digital Environment," and "Collaborating in the Clouds — Selecting Tools". These present a good snapshot of IL 2009.

I. Web 2.0 for Tough Times

Jaye Lapachet (Coblentz, Patch, Duffy & Bass LLP), Camille Reynolds (Nossaman LLP) and Kendra Levine (UC Berkeley Institute of Transportation Studies) outlined strategies for using Web 2.0 technologies to deal with difficult economic circumstances. They opened by suggesting three rules for using these technologies:

- Protect who you are. Don't be stupid in putting information about yourself on the Internet. You may need to have separate personal and professional IDs.
- Protect your time. Have an objective and don't use these tools just to use them.
- Get out there.

When marketing library services, you need to be where the people are, and they're with social networking. How do you get there?

- Can you partner with marketing or another department that is using, or wants to use, social networking?
- Be the "go to" person for your organization. Be the early, enthusiastic adopter. Foster a reputation as someone adept at using new technology.
- Take this a step further and raise the library's profile by taking ownership of social networking in your organization. Be the pioneer. Show others in your organization how to effectively use these tools.
- If movers and shakers in your organization use Twitter, make sure you're following them.
- You and your library can be a test bed for a tool. Even if the best tool is out of reach financially, use what you have and demonstrate that you can quickly get something up and running.

Look for opportunities to use new tools. When collaborating on a presentation, e-mailing documents is an inefficient and ineffective way to communicate. Better tools and methods are out there, so use them. In tough times, adopting new tools can extend your staff in inexpensive ways. Find out, for example, if your organization has licensed software you can use. You may find that you have fun doing it and can generate real enthusiasm. You will be in a better position should the economy ever turn around.

Wikis are great for collaboration and you should identify useful applications. For example, collect best practices and procedures. This can be a great contribution in an organization with a global presence. Put up a page for fellow employees that gives all the direct links to resources requiring passwords, special access, etc. Find good content providers and develop a collaborative page with them to

Strategies continues...

improve your users' experience with the resource. Keep in mind that tools must work for your particular workflow and culture. In experimenting with a tool, you may find that it has a useful purpose, but it might not be what you originally had in mind. When using free tools, anticipate the need to be flexible, since they are unlikely to be a perfect match for your specific needs.

Wiki best practices:

• Rules are needed, and the more people in an organization, the more likely you'll need more rules.
• Have rules about data entry — you may want to let everyone have broad access, but make that a decision, not a default.
• Set clear expectations about who does what and when.
• Post best practices for one or more internal functions.

Other tools for tough times:

• BubblUS: A free tool used to map the competitive intelligence process, which can help employees in organization understand the process and where their functions fit into it.
• Clipmarks: Allows sending a link to an exact place on page so others don't have to scroll down.
• FriendFeed: Can re-feed to 58 social media applications.

In closing, raise your profile in smart ways:

• Remember, it's not the container, it's the content. If you aren't updating a site, cancel it.
• Partner with other departments such as Marketing or HR to post information and establish strategic alliances within your organization.
• Use SlideShare to post your presentations and promote your subject expertise.
• Know your organization's privacy and client confidentiality policies and consequences.
• Be careful in posting anything that could be exposed more widely.
• Make sure your privacy settings are what you need them to be, and revisit them as necessary.
• Get information from other sources and always give credit.

II. Retooling Technical Services for the Digital Environment

Brad Eden (UC Santa Barbara) provided a pragmatic view of the current state and future of technical services in libraries. He opened by noting that while we still need skills such as attention to detail, the ability to describe and organize information, the knowledge of standards and current practice, and the ability to work in teams, we must move on from the status quo. Eden notes the following circumstances and events that will lead to a need for change:

• The ongoing lack of state support for higher education, which will continue to decline.
• Google Book Search — UC got involved with Google because it could not afford to digitize its collections and Google was going to provide digital copy. UC expected Google to deal with copyright, and instead, Google plans to sell UC's content back to UC at a huge cost. UC's users will demand digital content and UC will end up abandoning print content to pay for it.
• Explosive growth of social networking.
• Pressures on space for people and collections is leading to offsite storage, which may mean tech services will move offsite too.
• The need to shift resources to focus on providing access to unique local collections. There is a need to provide access and use it as means to get additional funding. There may be resources to

Strategies continues...

have only a collection-level description, and we will struggle with how to pay for item-level description.

- Moving from local to network levels in collaborations, metadata and resource sharing poses new challenges. For UC, collaboration is difficult when the libraries do not have a common system.
- The current model of researchers giving copyright to for-profit publishers who then sell back to universities at a huge cost is unsustainable. We need to develop institutional repositories for digital preservation as we move to open access and scholarly communication.
- Web and library 3.0 mobile devices, media literacy, etc.
- Harnessing the creativity used in gaming, which can be used to develop effective 3-D data and information visualization
- Assessment: The need to measure what is done in tech services in a way that resonates with those who control funding.

What does this mean for technical services providers?

- Maintain a positive attitude. This is a time to "lean into it" and give new technologies and new approaches a try.
- Maintain your balance: Work to live.
- Face reality. With the economy in tatters, you won't be hiring anyone anytime soon, and if you're in California, you may never be able to hire additional tech services personnel. In this environment, cross-training and collaboration are essential.
- Assist, don't hinder, with reorganization efforts aimed at working more efficiently, no matter how uncomfortable you find these changes.
- Become an expert in describing digital objects and learn non-MARC metadata. See yourself as a metadata consultant.
- Learn scanning and digitization techniques so you can competently supervise these functions.
- Having trouble getting into a new mindset? Take five minutes to view *Did You Know?*, a video which may give you a different perspective (http://www.youtube.com/watch?v=PHmwZ96_Gos).

III. Collaborating in the Clouds - Selecting Tools

Cloud computing was a hot topic at Internet Librarian. Why collaborate in the cloud? Advantages of cloud computing include lower costs, more storage, reliability, and compatibility. What to watch out for? Disadvantages of cloud computing include lack of support, privacy, speed, and security, as well as fewer features and the need to have an Internet connection. Speakers Rachel Vacek (University of Houston), Anna Creech (University of Richmond), Bobbi Newman (Chattahoochee Valley Libraries) and Tom Ipri (University of Nevada, Las Vegas) focused on the pros and cons of specific tools for selected applications.

Collaboration Tools

- Yahoo Groups: Allows file sharing and easy posting.
- Google Groups: Easier interface than Yahoo Groups, easier member profiles, but lacks group calendar integration, no seachable flat-file.
- cc:Betty: Automatically grabs and sorts images, videos, messages, events and other files, but you have to remember to cc Betty.
- Google Wave: Real-time communication and collaboration, can be replayed anywhere, and can edit content and add participants.

Project Management Tools

Strategies continues...

- Remember the Milk: Send and receive tasks, prioritize and move tasks to projects/categories; includes browser integration, but has no nested tasks or filesharing.
- ClockingIT: Multi-lingual support, task/project assignments, reports, wikis, email, forums, chats, no fees, but interface is text-heavy, outdated and clunky.
- Zoho Projects: Calendaring, task/project assignment, time reports, wiki, chat; free version limited to one project.
- The Big Picture: Intuitive tools, iCal calendar feed, projects can be shared or kept private, shared projects can be modified locally. Easy visualization of project progress. Collaborators must already have a The Big Picture account and can't just be invited.

Office Tools

- Zoho Docs: Combines writer, sheet and show, uses sidebar. With a familiar look, best online word processing application available; no check as you spell.
- Google Docs: Many features, can embed files in other sites, and upload existing files.
- ThinkFree: Similar to MS Office, advanced editing features, usable with Google Docs, but file creation can be slow.
- Adobe Buzzword: Solely word processing, but very Flash-heavy.
- Dabble DB: Easy to create databases, pivot tables and maps.

Creativity Tools

- Whiteboard: pen and paper type activities.
- skrbl: Simple text and shape tools; free for only one user.
- EtherPad: Authorship indicators, real-time with playback, saved version; free version is public.
- Creately: Many options for shapes, connectors, colors, etc; pay version has more support.
- MindMeister: Many tools and great flexibility; extensive documentation.

Collaborative Website Building and Presentation Tools

- WetPaint: Build websites quickly, incorporates best features of wikis, blogs, forums, social networks, but has ads galore.
- Tinychat: Disposable conference rooms, easy to set up, great for video conferencing. Requires all participants to have a good connection.
- Dimdim: Open source video conferencing and whiteboards, free for up to 20 people, but it is buggy.
- Vyew: Share video, audio and presentations. Participants can interact, free for up to 10 participants. Slow to respond.

Scheduling Tools

- Schedule Once: Works with Google calendar.
- Doodle: Uses polling-type questions to give options; optional integration with calendar and mobile systems. No way for meeting attendees to suggest alternative times.
- 30boxes: Uses natural language to create appointments, to-do lists, and reminders. No easy way to find out who is already using system.
- Tungle: Syncs with most calendar systems; organizers propose times, participants select preferences and meetings are scheduled and synched.

I really enjoyed Internet Librarian. I came away with a lot of new ideas, and liked many aspects of this smaller-scale conference.

CHAPTER TOUR OF THE WINE INSTITUTE LIBRARY

By Sandy Malloy, SLA-SF Past President

A lucky group of SLA-SF members were treated to a two-in-one tour of the Wine Institute and its library on Thursday evening, November 19. The "tour within the tour" took place first as we enjoyed wine-friendly appetizers and sipped some nice wine, which the Institute provided for us. As we munched and sipped, Robert Zerkowitz (pictured to the right) explained the Institute's mission while a slide show of photos from its large and historically rich collection played behind him. He explained that they used to play more of a promotional role, but it's now primarily a lobbying organization representing the California wine industry.

Our host Robert Zerkowitz in the center (w/beard)
Photo by Chris Orr

Along these same lines, Annie Bones explained some of the issues facing California winemakers, notably the history of post-Prohibition regulations governing interstate wine sales. Zerkowitz then talked about how they are digitizing their photo collection, introduced photo database guru Steve Schechner and described how wine writers and historians use this collection and other materials they hold. He also mentioned that they are part of an organization of wine libraries that includes Cornell and UC Davis. After the presentation, we toured the small library in two separate groups. We had only a short time to see everything, but it was fun to see the eclectic collection of books and periodicals, from the novel Sideways to Wine & Vines magazine to some rather arcane historical volumes, plus some more photos. Many thanks to Anne Hall for setting up this fun tour and to Rosemary Hardy for her help.

Library Treasures
Photo by Chris Orr

SLA members and friends lift their glasses
Photo by Chris Orr

Controlled Vocabularies: Ontologies and the Semantic Web

By Greg S. Borman

On November 18, 2009, Christine Connors gave a presentation titled "Evolution of Controlled Vocabularies: Better Content, New Career Opportunities" on the San Jose State University campus. Connors founded the Philadelphia-based information management consulting firm TriviumRLG in 2009 after applying her taxonomy, ontology and metadata design and development skills for companies such as Dow Jones, Intuit, and Raytheon. While the presentation was part of a dinner program organized by the San Andreas Chapter of the SLA, the information shared by Connors will undoubtedly be of interest to members of the San Francisco Bay Region Chapter and special librarians in general.

During the presentation, Connors emphasized that the financial, publishing, software development, and biotechnology/pharmaceutical industries currently have a significant need for people who can build controlled vocabularies and control information. She also noted that similar opportunities are available within academia and cultural heritage organizations. Early on, Connors gave an overview of controlled vocabularies such as folksonomies, lists, synonym rings, taxonomies, thesauri, and ontologies. Following this overview, ontologies took center stage for the remainder of the presentation.

Ontologies are the most complex and powerful of the controlled vocabularies Connors discussed. Ontologies have much in common with other vocabularies, but they are uniquely suited for the Semantic Web environment. In developing an ontology, one can create and define term relationships much more freely when compared to other controlled vocabularies, which makes them ideal for an increasingly complex digital world.

The Semantic Web is a term coined by Tim Berners-Lee, a British software engineer credited with inventing the Web nearly 20 years ago. In a TEDTalks video (http://www.ted.com/talks/tim_berners_lee_on_the_next_web.html) from February 2009, Berners-Lee notes that while Web documents created with Hypertext Markup Language (HTML) are merely things that one reads, the availability of "raw" linked data on the Web allows both people and machines to access and query data more effectively, opening up an array of information-sharing possibilities. Providing an example, Berners-Lee discusses how scientists around the world have vital information relating to studying the human brain, curing cancer and understanding Alzheimer's disease stored in unshared electronic databases. As the raw data from this information is uploaded onto the Web, the international scientific community can share its findings more efficiently, ideally leading to faster rates of discovery in scientific research.

Historically, the Web has been made up of individual documents that are stored and retrievable. A major limitation in the Web's evolution has been that while computers recognize the structure of Web content, they have been unable to process the semantics, or meaning, of this content. In 2004, the World Wide Web Consortium (W3C) formally recommended that Resource Description Framework (RDF) be used to represent Web information, and that the Web Ontology Language (OWL) be applied to create and share ontologies. Additionally, Resource Description Framework - in - attributes (RDFa) currently allows computers to interpret and glean concepts and objects from Web documents via added lines of code, making semantics become essentially machine-readable. According to Connors, both Google and Yahoo! now employ RDFa to improve search results. Ontologies fit in with these and other Semantic Web developments quite well, as they utilize robust semantic relationships between terms and attributes, are machine-readable, and can be linked together, with specific search engines available for querying ontologies (for an example, see ONTOSEARCH2 at http://www.ontosearch.org/).

In her presentation, Connors indicated that the goals of ontologies include increased findability, improved re-use and re-purposing of data, reduction in time spent looking for needed information, and information sharing. A few of the many ontologies currently accessible via the Web include:

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ANNOUNCEMENT OF NEW CANDIDATES
FOR THE 2010 SLA-SF EXECUTIVE BOARD

By David Grossman, SLA-SF Nominating Committee Chair

On behalf of the Nominating Committee for the San Francisco Bay Region Chapter of SLA, I would like to present our Chapter officer candidates for 2010:

- Cynthia Berglez for President-Elect
- Monica Ertel for Treasurer
- Craig Griffith for Assistant Director, Programs

Please join me in congratulating Cynthia, Monica, and Craig on their nominations. A short bio of each candidate follows below.

President Elect – Cynthia Berglez

Cynthia is a second generation Northern Californian, living in San Francisco with her husband and their cat. She likes travel, cooking and California red wines. She also collects antique maps from the Age of Discovery. After 12 years in Silicon Valley, using her MBA in international transportation, Cynthia decided to find a more stable and fulfilling career. In 2006, she graduated from San Jose State University with an MLIS degree focusing on business and law librarianship. She has worked in a wide range of libraries, from the Exploratorium Science Museum to cataloging for the California Supreme Court, and from large- to mid-size law firms.

At the end of 2008, Cynthia was laid off from her librarian position in the Palo Alto office of a national law firm, after consolidation of the San Francisco office's library with the library of another firm. Since then, she has been fortunate to land several contract positions and law librarian substitute opportunities. She says these have been a wonderful way to learn, working with fellow professionals, seeing how they solve the issues we all face daily, and working with a wide variety of systems and collections. The weak economy has given her the time to do some writing, as well as focus on her work for the Chapter.

Cynthia says she's drawn to the intersection of business and information management on several levels, from copyright law to corporate oral history projects. Her particular area of interest lies in the promotion of libraries and information centers through marketing the profession and the value libraries and librarians can provide to organizations of all types. She believes the recent trends of organizational downsizing and the "Googlefication" of information have eliminated many corporate, as well as other libraries and information centers. She finds these trends very disturbing and believes this will require a more adaptive and targeted response from the profession and all individuals.

Cynthia's previous Chapter work includes the Awards Committee, and she just served as Director, Programs, where she says she has worked with a great team of librarians. SLA is important to her because many members with unique experiences so generously share their time and ideas. Not only does she benefit from the experience of her colleagues, but she also enjoys their support and encouragement. Cynthia is currently seeking a position in a special library as a law or business librarian.

Treasurer – Monica Ertel

Monica is currently Director of Global Information Services for Bain & Company, where she leads their worldwide information services network. Her responsibilities include desktop delivery of key information resources, high-level research analysis and support, end-user consultant training and strategic IS coordination and planning for a network of 25 centers around the world. Prior to Bain,

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Candidates continues...

Monica was director of worldwide customer service for Innovative Interfaces, Inc., with management responsibility for Innovative's help desk and web-based service center. She has over 25 years of library management experience, including Korn/Ferry International, where she was director of global knowledge management and North America research. Prior to that, she was with Apple Computer as director of knowledge systems, which included the Apple Library, as well as research programs in the field of information management.

Monica holds an MLS from San Jose State University in addition to an MBA from Santa Clara University. She has been active in a number of library and information associations and was appointed Fellow of the Special Libraries Association. She has also received the Outstanding Alumni award from San Jose State University. In addition to SLA, Monica has held leadership positions with the American Library Association (ALA) and the International Federation of Library Associations and Institutions, and is a member of the Information Futures Institute.

Assistant Director of Programs – Craig Griffith

Craig received his MLS from Rutgers University in 1996, where he helped revitalize the library school student organization and was the student representative to ALA. Upon graduation, he returned to the Bay Area and his first full-time professional librarian position was at Bain & Company, a management consulting firm. After three and a half years, he switched to the vendor side, working for Dialog, first as a training consultant and later as manager of application consultants. After five years at Dialog, Craig returned to the library at Agilent Technologies, just in time for a major company downsizing.

Craig is now at West, a Thomson Reuters business, where he manages the librarian relations program as a key customer contact for law librarians located in the San Francisco Bay area, Sacramento, Seattle and Portland. Part of his role entails keeping customers apprised of new content, products, and features from West. As a result, he meets with many librarians, which is one of the things he likes most about his job.

Craig has been a member of SLA since 1996, serving on the Hospitality Committee of the San Francisco Chapter while working at Bain & Co. He is also currently a member of the American Association of Law Librarians and its local chapters in the Bay Area and Puget Sound.

Controlled continues...

• DBPedia (http://dbpedia.org/About): This resource allows users to "ask sophisticated queries against Wikipedia, and link other data sets on the Web to Wikipedia data." DBPedia's ontology currently covers over 200 "classes" (i.e., person, place, organization, species, etc.).

• New York Times Linked Open Data (http://data.nytimes.com/): Acknowledging that their metadata has been "an island," the New York Times recently made available 5,000 authoritative people subject headings. Individuals and organizations are encouraged to use the data in various applications, and will be able to contribute improvements. The newspaper's thesaurus, which has been maintained for over 100 years, contains more than 1,000,000 terms and will gradually be made available as linked data.

• OpenCyc (http://www.opencyc.org/): According to its web site, it is "the world's largest and most complete general knowledge base and commonsense-reasoning engine," and includes an ontology with hundreds of thousands of terms. OpenCyc is operated by Cycorp, a semantic technologies provider.

At the end of the presentation, Connors noted that the 2010 Semantic Technology Conference will take place in San Francisco from June 21-25. For librarians and information professionals interested in learning more about the Semantic Web and how ontologies are evolving, this may be an ideal venue in which to do so. A video of the presentation is available for viewing (http://slisweb.sjsu.edu/media/media.htm), as are the slides (http://www.slideshare.net/CJMConnors/future-of-controlled-vocabularies-better-content-new-career-opportunities).

OPEN OFFICE TOUR

By Alys Tryon, SLA-SF Academic Relations Chair

On December 1, 2009, Jan Keiser generously volunteered to take five guests on SLA's very first Open Office Tour at NORCAL Mutual Insurance Company. The guests included two SLA members, two student non-members in the library science program at San Jose State University, and one student member. The Open Office Tour program was conceived primarily as a means of reaching out to students of library science. Student members agreed that such an opportunity to glimpse into the daily professional lives of individuals with library credentials would be beneficial; also, SLA members in general had expressed interest in finding out more about one another's day-to-day work lives.
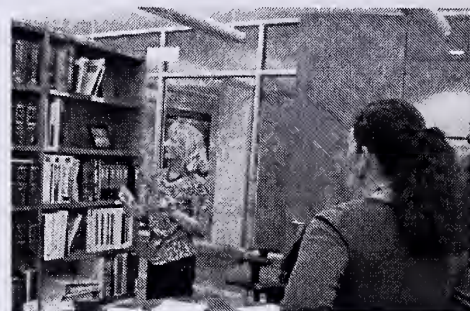
Host Jan Keiser giving a tour.
Photo by Alys Tryon

Before the tour, Keiser had sent attendees her resume, along with examples of her work documents for people to look at and base questions on. The next day, everyone met in her office space in San Francisco. She printed and distributed tips on job hunting, as well as flyers and pamphlets explaining what her company does and the nature of her particular line of work. Jan led guests on a tour of NORCAL's collection of medical, business, and legal resources and records, and showed everyone her work space. She discussed her daily duties, offered job hunting advice, and answered questions regarding what a typical work day for her is like. We learned about the types of research and reference she does, the kinds of electronic and print resources she uses, and about the different reports she prepares, both on a regular basis and for different unique circumstances. Afterwards, the group walked over to the Embarcadero to grab a light lunch at Fuzio's, a restaurant chosen because of its student-friendly prices and flexible accomodation of larger groups. We had the opportunity to socialize more informally and ask Jan some more questions outside her work environment.

All in all, the tour was a fun and informative professional development event for everyone. Attendees appreciated the opportunity to do a group informational interview, and Jan was a wonderful host, offering frank and insightful advice, as well as information about both her own professional experiences and about the wide range of opportunities available to library school graduates. It provided a good venue for participants to network and learn more about corporate information jobs, and we are certainly looking forward to continuing the Open Office Tour series throughout 2010.

Awards continues...

After learning of Linda's award, Rita Evans exclaimed, "Linda toiled behind the scenes to tame the directory beast when I was Chapter president long ago and for many years after. Her long-time management of our discussion list has been superb."

"When I moved west to join the SF Bay Area Region SLA Chapter, Linda had me added to the mailing list and totally plugged me into all Chapter events and communications long before SLA headquarters changed my address," said David Grossman. "Linda went out of her way to make me feel welcome and part of the Chapter."

Linda's consistent participation on the Advisory Council has been a benefit and inspiration to all Chapter board members. With the knowledge gained from her longevity in the Chapter, she often provides valuable insight and guidance to Chapter officers to help make our Chapter run more smoothly and increase the value to the membership. "Linda's smile and constant readiness to assist in any way is an inspiration to all of us and provides a vote of confidence for Chapter officers," says Past-President Barbara Janis.

We've counted on Linda for many years, and now we want to recognize her dedicated service to the Chapter and tell her that she ranks highly in our books.

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VOLUNTEER AND GET INVOLVED IN SLA!

Do you have a hidden talent or a desire to give? Do you want an opportunity to learn and grow professionally? If you answered yes, then please consider volunteering and join a Chapter committee, write an article for Bayline, mentor a library student, or volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts. Go to http://www.sla.org/chapter/csfo/volunteer2010.html, the interactive form on the SLA-SF web site or complete and e-mail this form to the individual committee chairs. See page 3 for appropriate contact information.

Administration

____ **Archives**: Helps to maintain historically important chapter documents.

____ **Bylaws/Awards**: Recognizes chapter members for professional achievement and service, and helps maintain the accuracy of committee procedure manuals and the chapter governing documents.

____ **Finance**: Prepares chapter annual budget and mid-year reports.

____ **Nominating**: Solicits and selects candidates to serve on SLA-SF committees.

____ **Strategic Planning**: Directs long-range chapter planning.

Communication

____ **Bayline**: Contributes or edits articles for the chapter newsletter.

____ **Listserve/Reflector/Discussion List**: Posts and forwards communications.

____ **Mailing**: Coordinates chapter mailings.

____ **Web Site**: Develops and maintains chapter web site.

Events

____ **Hospitality**: Selects locations and arranges dinner meetings.

____ **Tours**: Organizes visits to libraries and related organizations.

____ **Professional Development**: Organizes continuing education programs.

____ **Programs**: Selects topics/speakers, and organizes meeting programs.

Outreach

____ **Academic Relations**: Coordinates Bay Area student activities and mentoring.

____ **Government Relations**: Monitors and reports on relevant legislation.

____ **Vendor Relations**: Solicits ads for chapter bulletin/coordinates vendors to support chapter activities.

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SLA Connecting People and Information

Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

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PRESIDENT'S MESSAGE

By Rochelle Richardson

Greetings and Happy Spring! As I write this, I recently renewed my SLA membership, and the timing coincided nicely with Janice Lachance's remarks at the Leadership Summit concerning a "very" long list of membership benefits, organized by category: networking; learning; career and personal development; and money-saving resources. While listening, I began by noting each item she mentioned. Then, to save some trouble I decided to note only unfamiliar items. I still had a quite a list at the end! Luckily, Janice's remarks are available on the SLA web site (http://tinyurl.com/ye83nhr) and I encourage everyone to take a look and review all the goodies that are available to us, from executive book summaries to office supply discounts. Here are a few other highlights from the January conference (http://tinyurl.com/ye9772l):

• SLA President Anne Caputo presented "Creating the Future: Five Global Trends Knowledge Professionals Should Understand" and provided useful information to keep in our back pockets for the next time we find ourselves chatting with an important stakeholder or decision-maker.

• James Kane's keynote address, "Building and Maintaining Loyal Relationships," was definitely a "you have to be there" experience, but Kane kindly reformatted his dynamic presentation into a booklet outlining the four primary types of relationships: antagonistic, transactional, predisposed, and loyal. Naturally we all want to be in loyal relationships, but too often we find ourselves in one of the other categories (although I'm not sure I agree that "dogs are loyal" and "cats are satisfied"; I've known a few fickle dogs, and more than one cat who was singularly devoted to their favorite person).

• The St. Louis host chapter did a terrific job making everyone feel welcome, topping it off with a reception at Busch Stadium with tours for baseball fans hardy enough to brave the cold night.

• And last but certainly not least, please do not miss "The Alignment Song" by Richard Geiger and Tim DeWolf!

Throughout the conference, emphasis was placed on the value and importance of students, recent graduates, and members new to the profession. To this end, I encourage student and new members to browse the chapter's various committees and contact the committee chair if something piques your interest or you have an idea or suggestion to share. This organization is what we make of it, and we need both fresh and experienced perspectives to inform and guide the organization in the future.

Beyond the chance to collaborate on committees, the chapter will be offering many opportunities for learning, advocacy, and networking:

• The Springtime Open Office Tour is scheduled for early April, hosted by Camille Reynolds at Nossaman LLP, and followed by a happy hour nearby. These tours are ideal for peeking into the day of a colleague and are a great way to learn about a specialty.

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Editor's Notes

Dear Readers,

First, I want to acknowledge that the Bayline committee now has 4 members who are helping me with quality control — an editor's dream come true!

This issue covers most chapter events that occurred in the past couple of months. Special thanks to Jan Keiser and Anne Barker for their insightful articles. Enjoy!

I'm always looking for volunteers to write summaries on Chapter events and/or take pictures of events. If you have an interest in writing or an eye for photography, contributing to Bayline is one of the many ways that you can get involved with the Chapter. Contact me and we can talk about what you'd like to help with.

The deadline for submitting contributions for the June/July issue is April 30.

Contact: bayline_editor@yahoo.com

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DO WE ACTUALLY DESERVE MORE CREDIT?

By Jan Keiser, SLA-SF Ethics Ambassador

As both your Ethics and Alignment Ambassador, I usually write about concerns in a general way. This column, however, is more personal. I'm currently experiencing a situation at work that involves the struggle to define what a corporate information manager is capable of and how much credit should be attributed to a researcher.

Alignment: It's often difficult to convince company leaders that the skills and talents gathered over the years by business research librarians might help the company/departments develop strategies. Explaining that corporate librarians/researchers are valuable on many levels is nothing new. (When I used to explain to my mom that I had to complete a project really well to prove what I was capable of, she'd reply dryly, "oh, again?").

The company I work for is currently facing several challenges. Each challenge requires research: medical, legal, insurance, and general business research. I am the only researcher in this small company that does all of this. I am also the only one with access to proprietary databases such as Lexis/Nexis, etc. I continually remind my managers that my attendance at a planning meeting could be valuable. Sometimes my presence is welcomed, sometimes my suggestions are ignored. Historically, I will be approached with a vague research request that has developed over a series of meetings, and it's clear that the requestor doesn't have enough background. This is a waste of company resources. My position requires understanding of the company's issues. I know how to gather and apply the necessary information. I don't believe being excluded is a personal comment on my performance, but like so many other executive teams, they just don't understand my value. Of course, there is also territorialism going on. A department accepts a project and then enlists research help to ensure the success of the project.

Ethics: How many managers do you know who deliver a project and say, "Well, I couldn't have done it at all without the great research provided"? What about when a researcher writes the entire report and it is delivered by a manager without acknowledgement? How many researchers, after having gathered an amazing amount of relevant information, step up and say, "Excuse me, but that binder full of intelligence that you're drooling over is my work"? The employee holding the binder receives the credit for its content.

Before you ask me to stop whining, realize I have never been one to need credit for my work. This is why I don't really know how to proceed. A researcher is seen in a support position behind the scenes. How ethical is it for clients to omit acknowledging — either deliberately or not — the work done by a professional researcher? In the corporate world one needs to develop a good reputation to garner wage increases and promotions. After all, you are only as good as your last project. I extend credit to anyone who earns it; naively, I assume all upright people operate similarly. Just how ethical is it to demand recognition? It's difficult to do without sounding shrill (one colleague suggested that I remain "a lady" — yikes!). I have been laid off three times because company leaders never really understood my contribution. Self-promotion is critical to our survival in this field, and learning to do so in a professional way is also important. Perhaps we need a Q&A column to open up a discussion of these touchy issues. Thanks for listening.

President continues...

• Don't forget, April showers bring May flowers, but April also brings Neighborhood Dinners [groan]! The perennially popular neighborhood dinners are just around the corner, and I am hoping we have our usual good coverage of all corners of the Bay Area.

• Coming up soon, Alys Tryon and Cynthia Berglez have combined forces to organize another successful new member dessert reception this year. Keep an eye on your inbox for the announcement and registration details, and I'll see you there.

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GEORGE OATES OF THE INTERNET ARCHIVE: WHAT IS AN OPEN LIBRARY?

By Rosemary Hardy

George Oates
Photo by Derek Powazek

The joint meeting of SLA-SF and BayNet took place Feb 2 in the elegant surroundings of the Berkeley City Club. The early 20th century castle-style building designed by Julia Morgan, with beamed ceilings and elegant oriental carpets, was a beautiful setting for the annual member awards ceremony and the associations' hosting of George Oates of the Internet Archive (IA).

Rochelle Richardson, SLA-SF Chapter president, introduced Barbara Janis, awards committee chair. Barbara elegantly described the awardees' achievements and presented the awards and floral bouquets. See the January/February 2010 issue of Bayline for full descriptions of the awardees' accomplishments: http://units.sla.org/chapter/csfo/bayline/febmar10.pdf.

The Horizon Award for an outstanding member who has been with SLA-SF for 5 years or less, went to Anne Hall. This past year, Anne arranged fabulous tours for the chapter, including the California Academy of Sciences, the Federal Reserve Bank, and the Internet Archive. Anne, who received her award on her actual birthday, was surprised and honored. She said that she had extremely enjoyed her position as tours coordinator and encouraged newcomers to get involved. "You learn something new from everything you try," she said. "And," she added, "you just may make important job connections at an event or tour that you help to arrange!"

The Special Projects Award went to Linda Yamamoto for her untiring work on the chapter reflector and discussion list. This was the first time the award had been presented to an individual rather than a committee. Linda had joined SLA-SF as a student member. "The one constant in my life has been the SLA," she stated, as she acknowledged the immense benefits she has received from the association and its members. "I am thankful I could give something back," Linda concluded.

The Professional Achievement Award went to Jaye Lapachet, a leader of exemplary talents. For more than 20 years, Jaye has been active with SLA. "I couldn't think of a higher award. I feel like I've achieved the pinnacle in my career in receiving this award," she commented. She added that the most important part of her education has been her fellow librarians, and getting to know them. "You all are my constants in this profession," she told us. Barbara Janis concluded this part of the program by encouraging everybody to nominate members for future awards!

After the awards ceremony, Andrea Mitchell, president of BayNet, introduced our featured speaker, George Oates of the IA. Oates leads the Open Library project at the IA, and she presented a fascinating glimpse into the projects she is coordinating. Oates is a Web designer, who had worked at Flickr for five years before coming to IA. She began her new position with the perspective of someone who was not a librarian and had not studied librarian issues. Oates described the Archive as operating 20 scanners around the world. More than 1.8 million books have been scanned and are freely available on the IA's Web-based, high resolution book reader. Oates described the mission of the IA as that of attaining "universal access to all knowledge." The Open Library project's goal is to produce a page on the Web for every book that has ever been published!
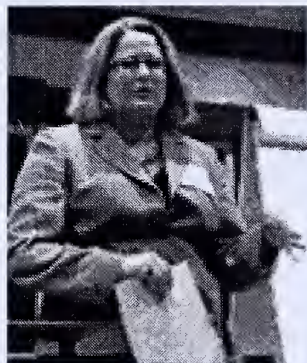
Coming into the project, Oates, who was not trained as a librarian, found:

• dense library metadata
• a system designed for classic institutional searches
• poor-quality data, often with only a title and author for a book
• no insight into the community of users (who uses the IA, and how many hits is it receiving?)

SOCIAL MEDIA TOOLS AND PROVEN TIPS

By Lanora Cox

Rebecca Martin
Photo by Rolf Pielemeier

Rebecca Martin of Dear Jane, a career advisement company, did it once again. On February 24 at the Bancroft Hotel in Berkeley, Martin spoke to a small group associated with the SLA-SF Bay Region Chapter. This time, her focus was on how to use social networking tools to stay competitive in the current economy. Her talk introduced definitions and social networking platforms for those of us who have barely dabbled in the environment, and then developed into an exploration of how to create a personal brand and why doing this is worthy of our time and effort.

Workshop attendees
Photo by Rolf Pielemeier

Martin's presentation included specific recommendations, as well as references for those who want to learn more. Overall, this was an interactive presentation in which the audience supplied many examples, challenges, and questions. Although parking may have been a problem for some, the setting was comfortable and the appetizers excellent. Thanks to Jana de Brauwere for creating this fantastic opportunity to learn about social networking from an expert in career advisement.

Internet Archive continues...

Oates is working to transform existing records to provide more points of accessibility. She is looking forward to providing users with the ability to create lists from a wide range of possibilities. A goal is to make the IA catalog pages wiki-editable by users.

Other display options would include:

- years that books on a topic were published
- all related subject headings
- authors on a specific topic
- publishers on a specific topic

A user will be able to create a results page that will provide hundreds of links to additional information within the IA catalog. Oates also wants to provide many options for navigating the catalog, such as the possibility of linking to another person's lists. She wants to expand upon the many possible perspectives on accessing books in the IA catalog. Read more about George Oates at http://abitofgeorge.com/. For information on the Internet Archive, please see http://www.archive.org/.

SLA-SF members enjoy the evening (from left to right): Joe Morganti, Tim DeWolf, Dan Holmes, and Tony Landolt.
Photo by Judy Bolstad

Old and new members network: Barbara Janis (center), and Rosemary Hardy (right).
Photo by Judy Bolstad

MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Rebecca Kozak, Mosaic Columnist

News and Updates

Barbara Janis, library and records manager at the Presidio Trust, informs us about their latest exhibit, *The Jews In Modern China*. This free exhibit by the Chinese International Cultural Exchange Center and the Center for Jewish Studies Shanghai is being presented by the American Jewish Committee of San Francisco and the Presidio Trust. Exhibit hours are Wednesday to Sunday, 11 am to 5 pm, at the Presidio Officers' Club Exhibition Hall (50 Moraga Ave at Arguello Blvd), through May 16, 2010. A unique and little-known chapter in Chinese and Jewish history comes to life in this exhibit of photographs, documents and memorabilia. Between 1840 and 1949, Shanghai was an open city that did not require passports to enter. Three distinct streams of Jewish refugees found sanctuary there. Among them were Sephardic merchants from Iraq, Russian Jews escaping czarist pogroms and later the Russian Revolution, and European Jews escaping Nazi persecution. This program is part of the Shanghai Celebration. Visit www.shanghaicelebration.com.

Marlene Vogelsang recently spent 10 days in Cuba on a baseball tour (http://www.cubaballtours.com/) and managed to find some time to spend in libraries. She visited with librarians Ariel Gonzalez and Jose Morales at the Centro de Informacion "Antonio Rodrigues Morey" at the Museo de Bellas Artes de Cuba (http://www.museonacional.cult.cu/home.php), which holds a very fine collection of modern Cuban art. Marlene is the Chair of the local Lefty O'Doul Chapter of the Society for American Baseball Research (SABR), and her favorite vacations involve travel and taking in some ballgames. This Cuba ball trip included visits to several stadiums and games and very special visits with Conrado Marrero, 98-year-old former Washington Senators pitcher, as well as with Martin DiHigo, Jr., the son of baseball great "El Immortal", Martin DiHigo. It was an amazing trip.

Ariel Gonzalez, Jose Morales, and Marlene Vogelsang

A Presentation, a Publication, and More

Deb Hunt is sharing an article in the current *Information World Review* in which she is the featured "techno geek." Read about her at: http://www.iwr.co.uk/information-world-review/features/2257385/deb-hunt. Also, this Spring Deb is the acting department chair for the Library Technology Program at Diablo Valley College, while the regular Chair, Andy Kivel, is on sabbatical. She's been a part-time faculty member for many years, but is experiencing the program from a whole new perspective on the administration side. Deb can be reached at dhunt@information-edge.com. [Note from the Mosaic Editor: I was a student of Deb's at DVC in the late 1990s. She was one of several fine instructors there who inspired me to go for the MLIS. Thanks, Deb!].

On February 17, 2010, **Chris Orr** spoke at the Createasphere Digital Asset Management (DAM) conference in Los Angeles about "The 21st Century Career: Digital Librarians, Archivists, Project Management and So Much More." The conference was geared toward those responsible for the creation, handling, security and underwriting of entertainment and media digital assets. Because DAM is concerned with repositories of born-digital photos, graphics, video, and audio, the theme of the conference could have been "Metadata Is King," and the importance of librarians in implementing successful DAM systems can't be overstated. Chris had a great time with the other lively, experienced panelists, all with MLIS degrees and unconventional careers: John Horodyski (video games DAM specialist, who also teaches an online DAM course for SJSU's library school), Michelle Futornick (Stanford News Service and former thesaurus editor at Getty Information Institute) and

Mosaic continues...

Lisa McIntyre (Idea City, an ad agency in Austin, Texas). The huge scale of the media assets and workflows that companies like Showtime, Warner Brothers and NBC/Universal deal with every day is amazing. Besides a wide variety of savvy speakers, the vendors were fascinating and innovative, with everything from a software company specializing in visual search to system integrators and strategists. Chris reports that she even met her hero, Peter Krogh, author of "The DAM Book for Photographers" who is building a Library of Congress-funded educational site called dpBestFlow (www.dpbestflow.org), a rich and generous guide to digital imaging technology, including DAM.

News from **Rebecca Kozak**: Recently I attended the professional development programs that Rebecca Martin of Dear Jane presented in Berkeley. Her ideas and presentation style were quite impressive; she is undoubtedly one of the most dynamic speakers I have heard on these topics. Thanks, SLA San Francisco Chapter, for offering the series.

My hours have increased at the Alameda Free Library, where I work in Adult Services. Although I continue to balance that position with a non-library job, I am grateful for the extra hours, because in addition to buying mass market paperbacks I am now collecting in the Dewey 600's. Although these areas are polar opposites in many ways, it is gratifying to gain the hands-on collection development experience.

What have you been doing? Let me know and I'll include it in the next issue's column. Rebecca Kozak, Mosaic editor (rkozaklewis@yahoo.com).

The SLA-SF Bay Region Chapter helps to keep the SLA Board dry with some of our leftover holiday party rain ponchos (which came in the little round containers with the SLA 100 logo imprinted on them) at the SLA Leadership Summit, thanks to Deb Hunt, Heather Gamberg, and Sandy Malloy. Photo submitted by Cynthia Berglez.
Photo taken by Ruth Wolfish

Sunshine Week 2010: Welcoming Government to the Table

By Anne N. Barker

Once again, the San Francisco Bay Region chapter of the Special Libraries Association and the Northern California Association of Law Libraries (NOCALL) (http://www.nocall.org/) co-hosted an event celebrating Sunshine Week (http://www.sunshineweek.org/). Sunshine Week's intent is to raise awareness of the importance of open government and freedom of information. Our local program started off with a viewing of the national webcast, titled *Building Transparency*, which is now available at http://www.openthegovernment.org/article/articleview/425/.

The national webcast was excellent, as always. One of the things that I am most encouraged by is the active participation of federal administration officials in the last two Sunshine Week webcasts. For the first three years of Sunshine Week, which began in 2005, non-government members of the FOI community spent time talking and largely agreeing with each other, about the lack of transparency in government. While it was knowledgeable and insightful, I always felt a sense of frustration about it. In contrast, both last year and this year, high-level officials in the Obama administration were members of the panels. They provided information on current efforts and ideas for the future, and accepted pointed questions and criticisms with thoughtful responses. Of course there is still work to be done, but the transparency effort can only benefit from the active participation of and discussion with government officials.

After watching the national webcast, we were thrilled to welcome our local panel. Picking up on the theme of this year's Sunshine Week and of the third webcast panel in particular, we focused our program on the efforts of local governments to release data to the public.

Our first speaker was Carolyn Lawson, deputy director of technology services and governance, office of technology services (OTech), a division within California's Office of the Chief Information Officer. Lawson spoke about the state's efforts to build Data.Ca.gov (http://www.ca.gov/data/). Lawson noted that California currently has almost 100 million records and 400 datasets already on the web; however, there is no unified source for locating them, which makes accessing them a problem. To fill that gap, the State CIO's office is currently developing Data.Ca.gov, which they expect to be fully implemented by June. In addition to collecting datasets from various departments, Data.Ca.gov will also be rolling the information from CERES (http://ceres.ca.gov/) into the system. Lawson commented that while most people think of CERES as having environmental data, in reality it is much more expansive and includes any California data that has a geographic component.

Lawson expressed a real desire on the part of the state government to make sure that this data gets into the hands of the people. They want us to have it, but they don't know how to deliver it nor do they know what the needs of the data community are. In an effort to make the state datasets more accessible to the public, the CIO's office has entered into a partnership with Google Fusion Tables (http://tables.googlelabs.com/), which allows people to load data into the system, which it then uses to automatically create visualizations, including maps and charts, to help interpret the data. Through this partnership, Google has lifted the file size restrictions for the state government and the datasets are now being loaded into the Fusion Tables. They have also begun to partner with Programmable Web (http://www.programmableweb.com/) to create a California data page that will be implanted onto the web site. In an effort to get the information out to the developer community, the state will be putting all of their APIs on Programmable Web, as well as on the state web site.

At this point, Lawson noted that the main costs associated with the program so far have been the staff time. Google Fusion Tables is an open source project, so it was free to do and cost the state less than $10,000 to implement the Programmable Web project. She emphasized that it is not always necessary to build a new system. They have spent a lot of time making these partnerships work so that they can utilize existing systems. However, she also noted that one of the reasons the project has been so inexpensive is because they have been focusing on the low-hanging fruit — the datasets that are already available, either through CERES or directly from some state departments. The cost of the Data.Ca.gov project will increase as these sources are depleted and they begin creating new datasets.

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Sunshine continues...

With a nod toward similar efforts by the federal government at Data.gov and San Francisco at DataSF, Lawson concluded by announcing that they are about to launch an app competition and are really looking forward to seeing what develops.

Our second speaker was Ron Vinson, deputy director of the San Francisco Department of Telecommunications and Information Systems. Vinson discussed the DataSF.org (http://datasf. org/) initiative, a central clearinghouse for datasets published by the City and County of San Francisco. Following President Obama's call for transparency and the release of Data.gov, DataSF. org was launched in August 2009. The goal of DataSF is to improve access to city data through open machine-readable formats. DataSF is built using open source technology and its function is simply to make the datasets available to the public. Vinson stated that the government has limited resources available to make the data useful and he believes it is simply better to get it out there and allow third parties to create applications. Vinson highlighted the app showcase on the DataSF web site that allows the public to browse and easily access the apps that have been developed so far using the available datasets.

In order to develop DataSF, the city CIO's office had to get buy-in from over 60 city and county departments. While this was challenging, Vinson believes that the spirit of many departments has changed due to this project, as more and more of them are proactively submitting information, and the city is automatically putting information online without the public having to request it because they know people want to have that access. He said that the project has really changed the thought process and how city departments work.

Our final speaker was Peter Scheer, executive director of the First Amendment Coalition (http://www. firstamendmentcoalition.org/). The First Amendment Coalition advocates for greater government transparency, which principally means that they work to enforce federal and state freedom of information laws like the Freedom of Information Act, the California Public Records Act, and the California Legislative Records Act. Rather than representing one party who wants to gain access to one document, the coalition files lawsuits intended to establish a right of access under a law that will benefit everybody.

Despite the many efforts being made to open access, Scheer still sees many places in the government that are resistant or cautious when approached by citizens and reporters requesting records. There can be concern on the government's part when people want to start looking into what the government is doing or how the government reached a decision. Scheer gave several examples of cases the coalition has worked on where a government agency made it difficult for the public to gain access to datasets. In one case, the agency carved out and provided slices of the data, but would not allow complete access to the information. In another case, the agency printed out a lengthy spreadsheet and provided a paper copy only, rather than open access to the data file that could be easily searched and sorted. Scheer conceded that there is currently a real push at all levels of government to get data out, but at the same time, behind the scenes, there is still an unwillingness to make data available when it could reflect unfavorably on the government.

The caliber and diversity of the questions that came from the audience during the Q&A section was a true testament to how informed and engaged the library community is. In response to a question about ownership of the data and the apps being created, Lawson declared that the state is only releasing information that they own. If tax payers have paid for the creation of the data, then it is in the public domain, period. They are currently contemplating whether or not they need to have some type of click-through license that would make a statement to that effect. Vinson concurred, saying that city data belongs to the people. In fact, last year, Routesy, an app that uses MUNI data to predict when the next bus will arrive at a stop, was challenged by a company who had contracted with the city to capture that data and now claimed ownership to it. The City of San Francisco disagreed with this notion and fought on the side of openness, winning a court challenge and proclaiming that this was public data. Routesy is up and running again and featured on the DataSF App Showcase. Vinson did clarify that while the data belongs to the city (and therefore to the public), once an app is created the city is not responsible for the app nor how it is used.

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ANNOUNCEMENTS FROM THE SLA-SF NOMINATING COMMITTEE

By David Grossman, SLA-SF Nominating Committee Chair

Now Accepting Nominations for 2011 Chapter Officers

It's never too early. Your SLA San Francisco Bay Area Chapter Nominating Committee is now accepting nominations for Chapter officers for 2011:

- President Elect
- Secretary
- Assistant Director of Programs

Please submit all nominations in confidence to:

David Grossman
Nominating Committee Chair
415-389-4292 x131
dgrossman@cityofmillvalley.org

Have a Voice in Your SLA Chapter: Join the Nominating Committee

Yes, there is a free lunch, and you can earn it by joining the SLA San Francisco Bay Area Chapter Nominating Committee. Be part of the Nominating Committee in 2010 and get a chance to help select our Chapter officers for 2011. The Nominating Committee will meet this Spring to select our slate of 2011 officers, and you can be there. Join the conversation, gossip and free lunch.

To join the Nominating Committee, please contact:

David Grossman
Nominating Committee Chair
415-389-4292 x131
dgrossman@cityofmillvalley.org

Sunshine continues...

While the release of government datasets, as opposed to documents, is perhaps a new concept to some of us, more and more this appears to be the way of the future. Information professionals need to know about the various datasets being released by the government every day and understand how that data is being utilized by our patrons and how we can utilize it ourselves. Perhaps we should even be creating apps of our own. This is one boat that I'm not sure we can afford to miss!

The national webcast was titled Building Transparency, and consisted of three panel discussions:

1. The Open Government Directive — Creating Lasting Government Openness?

- Norm Eisen, special counsel to the President for Ethics and Government Reform (http://www.whorunsgov.com/Profiles/Norman_Eisen)
- Jim Harper, Cato Institute (http://www.cato.org/)
- John Wonderlich, Sunlight Foundation (http://sunlightfoundation.com/)
- Patrice McDermott, OpenTheGovernment.org (http://openthegovernment.org/) (moderator)

2. FOIA — New Changes to the Oldest Public Access Law.

- Miriam Nisbet, Office of Government Information Services (http://www.archives.gov/ogis/)
- Melanie Pustay, Department of Justice, Office of Information Policy (http://www.justice.gov/oip/oip.html)
- Melanie Sloan, Citizens for Responsibility and Ethics in Washington (CREW) (http://www.citizensforethics.org/)
- Kevin Goldberg, American Society of News Editors (ASNE) counsel (http://www.asne.org/)
- Patrice McDermott, OpenTheGovernment.org (moderator)

3. Data.gov — What can do it for me?

- Laura Beavers, Annie E. Casey Foundation (http://datacenter.kidscount.org/)
- Eric Gundersen, Development Seed (http://developmentseed.org/)
- Sean Moulton, OMB Watch (http://www.ombwatch.org/) (moderator).

FEARLESS RESUME WORKSHOP

By Greg S. Borman
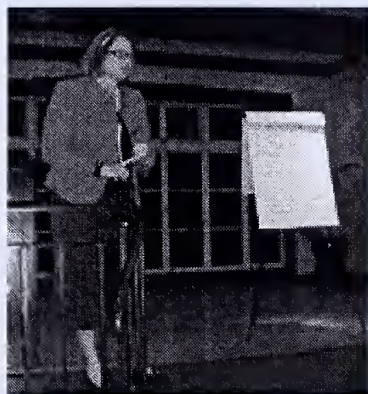
Rebecca Martin
Photo by Jana de Brauwere

On January 27, 2010, the San Francisco Bay Region Chapter of the Special Libraries Association presented a workshop titled "The Fearless Resume with Rebecca Martin" at the Bancroft Hotel near the UC Berkeley campus. The event was the third in a series of four that focused on career development. Additional workshops in the series covered topics such as networking and utilizing social media tools. Both Rebecca Martin and Julie Youngblood presented throughout the series. Martin and Youngblood, co-founders of Dear Jane (http://www.dearjane.info/), a Livermore-based career advisement company, have worked with individuals and companies in a wide range of fields through webinars and private consulting.

The workshop began with Martin providing some details about her background as a business administration major at the University of Southern California in the 1980s, as well as her subsequent work as a corporate recruiter in the Silicon Valley during the 1990s. Early on, Martin stressed that job seekers should focus on who they are and what their professional history has been when building a resume, rather than worry about what hiring managers are expecting. She also noted that documenting the facts related to positions held and quantifying and qualifying accomplishments are keys to creating an effective resume. Ideally, the fearless resume clearly communicates one's professional journey and attracts the attention of organizations that are a solid match ("like attracts like").

Martin was careful to point out that mastering "the basics" is extremely important in building an effective resume (visually appealing layout; no spelling, grammatical, or punctuation errors; and professional-sounding contact e-mail). She also noted that hiring managers and recruiters spend a great deal of time sifting through resumes on web sites such as LinkedIn, Monster, and CareerBuilder. Because of this, she recommended that job seekers post their resumes on these sites and update them regularly. Furthermore, she suggested that job-seeking search engines such as Indeed can be excellent tools for individuals to conduct "market research". For example, one can identify frequently used keywords by reading through relevant job descriptions. Also, the technological know-how one needs to land a specific type of job can be discerned by studying multiple advertisements.

Susan Karplus (left), Dasha Dekleva (right), and other attendees gather around
Photo by Jana de Brauwere

The sections that Martin suggested to include in a fearless resume are: Heading (name, contact information), Summary of Qualifications, Professional History, Education, Licenses, Awards, Professional Associations, and Languages. She noted that this layout can be flexible, and that sections containing relevant publications and community service/volunteerism may be added.

Overall, this workshop provided attendees with a compelling action plan for creating an effective resume and embarking on the job searching process. If you would like to investigate working with Dear Jane in building a fearless resume, visit http://www.dearjane.info/Services.html for more information.

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ADVERTISING RATES

	1 issue	5 issues (10% off)
BusCard	$ 40	$ 180
1/4 Page	$ 85	$ 383
1/2 Page	$135	$ 608
Full Page	$250	$1125

•7x9 with footer & margin; 8 1/2x11 without

Contact Donna Scott at:
925-899-4405 or
donna.scott@mindspring.com

Full cost of ad placement is due and payable prior to publication.

EVENTS AND DINNER PROGRAM SPONSORSHIP RATES

Calendar events can be found on the SLA-SF web site:
http://www.sla.org/chapter/csfo/csfo.html

$150 Sponsorship includes:
- Free attendance/registration for your representative
- Recognition from podium
- Sponsor name displayed on sign at the event
- Recognition in the SLA Bayline newsletter

$300 sponsorship:
- Includes all of the above, plus:
- Sponsor listing in the meeting announcement
- Sponsor may distribute literature at the registration table

$500 sponsorship:
- Includes all of the above, plus:
- Opportunity for a 2-4 minute presentation upon approval from chapter president

VOLUNTEER AND GET INVOLVED IN SLA!

Do you have a hidden talent or a desire to give? Do you want an opportunity to learn and grow professionally? If you answered yes, then please consider volunteering and join a Chapter committee, write an article for Bayline, mentor a library student, or volunteer to meet and greet new members at a meeting. Your commitment wili bring you satisfaction with new learning experiences and valuable professional contacts. Go to http://www.sla.org/chapter/csfo/volunteer2010.html, the interactive form on the SLA-SF web site or complete and e-mail this form to the individual committee chairs. See page 3 for appropriate contact information.

Administration

____ **Archives**: Helps to maintain historically important chapter documents.

____ **Bylaws/Awards**: Recognizes chapter members for professional achievement and service, and helps maintain the accuracy of committee procedure manuals and the chapter governing documents.

____ **Finance**: Prepares chapter annual budget and mid-year reports.

____ **Nominating**: Solicits and selects candidates to serve on SLA-SF committees.

____ **Strategic Planning**: Directs long-range chapter planning.

Communication

____ **Bayline**: Contributes or edits articles for the chapter newsletter.

____ **Listserve/Reflector/Discussion List**: Posts and forwards communications.

____ **Mailing**: Coordinates chapter mailings.

____ **Web Site**: Develops and maintains chapter web site.

Events

____ **Hospitality**: Selects locations and arranges dinner meetings.

____ **Tours**: Organizes visits to libraries and related organizations.

____ **Professional Development**: Organizes continuing education programs.

____ **Programs**: Selects topics/speakers, and organizes meeting programs.

Outreach

____ **Academic Relations**: Coordinates Bay Area student activities and mentoring.

____ **Government Relations**: Monitors and reports on relevant legislation.

____ **Vendor Relations**: Solicits ads for chapter bulletin/coordinates vendors to support chapter activities.

Name: _____   Organization: _____

Phone: _____   E-mail_____

Fax: _____

BAYLINE

Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

June • July 2010
Volume 80 Number 3

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BAYLINE

PRESIDENT'S MESSAGE

By Rochelle Richardson

Greetings, and Welcome to Summer!

I am writing this while recuperating from a sugar high brought about by an evening at the New Member Reception and Dessert Party, organized by Alys Tryon (academic relations chair) and Cynthia Berglez (president-elect and membership chair). Based on the decibel level of the conversations, a good time was had by all — new and not-so-new members alike!

Thanks to committed efforts by Marlene Vogelsang and the strategic planning committee. As of late March/early April, the chapter's 2010-2012 Strategic Plan has been completed and is posted on the chapter's web site (http://units.sla.org/chapter/csfo/about/Strategic_Plan_2010-FINAL.doc). The committee members are: Marlene Vogelsang, Heather Gamberg, Richard Geiger, Tamara Horacek, Vivian Kobayashi, and Wess-John Murdough. Please take a look at the updated strategic plan.

In May, Heather Gamberg and the programs committee put on a successful joint program with the San Andreas/Silicon Valley chapter, featuring the Librarian in Black Sarah Houghton-Jan. (Please see page 15 to read more about it.) We have a team of four — Heather Gamberg, Craig Griffith, Susan Karplus, and Cathy Hardy — who do the following to put together a dinner event (note this is not a complete list!): Contact and book a speaker; scout a venue; arrange catering; handle online and mail-in registrations; and coordinate with vendor relations. In addition, we have Donna Scott as our vendor relations chair, who works hard to arrange sponsors for our 2010 programs, which helps keep registration costs low. Everyone in this group works together to put on useful and interesting programs for the chapter, and I hope if you have been attending programs that you will continue; and if you have not attended an event in a while, please be sure to take a look at the upcoming events calendar on the web site: (http://units.sla.org/chapter/csfo/calendar/calendar.html).

The SLA annual conference is nearly here and conference planners have arranged a few volunteer service opportunities. Habitat for Humanity and Second Harvest are "ticketed events" where the fee covers items such as transportation, lunch, and insurance.

- Habitat for Humanity (full day), Saturday June 12 and/or Thursday June 17
- Second Harvest (half day), Thursday June 17
- Louisiana Historical Center Library (half day), Saturday June 12 and/or Thursday June 17

And finally, please be sure to schedule time to enjoy the West Coast Chapter Reception (WCCR), organized this year by Teresa Bailey and the Southern California chapter. The WCCR is scheduled for Monday June 14, from 5:30 – 7:30 p.m., and will be held at the Law Library of Louisiana, 400 Royal Street. I hope to see you there!

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Editor's Notes

Dear Readers,

If you are planning on attending the annual SLA conference in New Orleans, please consider volunteering to write an article on your experience for Bayline. There are many members (including myself) who are not attending the conference this year, and I'm sure they'd love to hear about interesting sessions or workshops; parties, tours, or other events; interesting speakers; and more. Articles do not have to be lengthy and can even include a couple of photos, if desired.

If you're interested in submitting something, let me know before the conference! For those who are going, I hope that you have a great time!

In this issue, coverage of recent chapter events are included, along with summaries of the neighborhood dinners. In case you missed out, you can catch up now by reading about what happened.

The deadline for submitting contributions for the next issue is June 30, but for those of you who are interested in writing about the annual conference, I can be flexible.

Contact: bayline_editor@yahoo.com

NEW Q&A COLUMN COMING SOON

By Jan Keiser, SLA-SF Ethics Ambassador

I'd like to introduce a new Bayline column beginning with the next issue of this newsletter. Rather than writing a column that may or may not interest readers, I thought it would be helpful if you, the reader, had an opportunity to ask questions of more experienced and senior SLA members.

On May 4, there was a SLA-SF new member reception and dessert party held at the Mechanics Institute, which was organized by Academic Relations Chair Alys Tryon. I love speaking to those just starting out because that's exactly how I got involved in librarianship. There were also some SLA-SF board members in attendance, and we discussed the idea of a newsletter Q&A. Everyone agreed it would be a good idea, so I went around rudely inserting myself in conversations (sorry!) to elicit ideas from attendees.

I was interested in new members' ideas for the future, of course, but also wanted to know what they were doing right now to prepare. Two women from Diablo Valley Community College were finishing up their technical degree. But, why not an MLIS? Well, perhaps they have other experience which will merge well with the 2-year technical degree and present an entirely new career path, or perhaps they have family and the degree will provide job marketability while they attend library school. This was smart thinking and when speaking to these two women it was evident they are totally in charge of their future — to the extent that they can be, of course.

I also spoke with Jeremy, who is the electronics librarian at the Mechanics Institute. Those of us who have been long-time members of the Institute know that this could be a dream job. He handles web site ideation, for example, and other digital management. I was interested in how he landed a job so quickly out of school. I asked how he managed to land this position, and he replied that he graduated from a University in the South and decided he wanted to work and live in a big city. The lesson here was that he was willing to relocate, which is important these days. Even when I was unemployed in 2002, it was important. As much as I hated the idea of leaving California, I needed a job. Jeremy's willingness to explore gave him this opportunity. To be fair, he also must have interviewed very well, and there was a certain amount of luck. But, he beat out his competition, packed up and moved to San Francisco right out of school.

In the future, I'd like to use this column to address questions about any issue that concerns you. A sample topic I can suggest is networking for jobs and how to handle yourself if you are shy or introverted. Please send in your questions, and help us to help you!

All questions will be answered by the most qualified SLA member. We'll try our best to answer everything whether or not it's mentioned in this newsletter. I look forward to hearing from you. E-mail me at: JKeiser@NorcalMutual.com.

SLA-SF APRIL NEIGHBORHOOD DINNERS

Throughout the month of April, several neighborhood dinners were held in the Bay Area. In case you missed your local gathering, the hosts of some of these dinners were gracious enough to write up summaries of who attended, what happened and more. Enjoy!

Hayes Valley (April 13)

Five hungry and friendly folks met at the Hayes Valley location of Frjtz to nosh and network. Hosted by Heather Gamberg, the gathering also included Eric Montes (who has attended Heather's last three dinners), Allyson Eddy Bravmann, Alys Tryon, and Helen Block. We had about five orders of Frjtz's delectable fries (of which Heather ate the lion's share) and a variety of beverages and other food. We talked about the overall job market – of course; heard from Alys how San Jose State University's Library and Information Science program is now completely online (a change of pace from when some of us attended classes in those crummy portable classrooms); covered the variety of jobs that we do or wish we were doing (business research, patent searching, archives, etc.); and somehow got into a discussion of the local real estate market. Heather appreciates everyone coming and enjoyed the leftover fries the next day!

-Heather Gamberg

From left to right: Allyson Eddy Bravmann, Helen Block, Heather Gamberg, Eric Montes, and Alys Tryon
Photo courtesy of Alys Tryon

(Sonoma/Marin April 13)

Ten of us enjoyed tasty food (Fresh Starts Catering — Homeward Bound of Marin) and good conversation on Tuesday evening. Angie Brunton

continues to be happily retired and reported that she's walked almost all of the streets and trails in East Petaluma since she retired. David Grossman and Laurie Thompson had interesting stories about local history collections. Donna Purvis is enjoying her new job with LexisNexis. Yuehua (Jeff) Cao, a first-time attendee who works for BioMarin in Novato, told us about a project he's working on to raise funds for literacy in Nicaragua. The non-profit's web site is: http://www.frombookstobrilliance.org/. The 7-day campaign web site is http://literacyin7.com/index.php. Note that the 7 days are up!

Our next dinner will probably be Thursday, July 8, in Petaluma. If you'd like to recommend a restaurant, please send an e-mail to dianerosenberger@yahoo.com.

-Diane Rosenberger

San Leandro (April 19)

Old friends and new enjoyed carnitas and fajitas and pollo at Vallarta Restaurant in San Leandro. Discussion ranged widely from SLA and CIL, to cooking and travels.

-Marlene Vogelsang

From left to right: Deb Hunt, Ron Richardson, Susan and Richard Geiger, Bill O'Brien, and Sandy Malloy
Photo by Marlene Vogelsang

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Neighborhood continues...

Downtown Oakland (April 19)

On Monday, April 19, five SLA members gathered for a neighborhood dinner at Huynh on 15th Street in downtown Oakland. Huynh is a spacious, elegant restaurant serving Vietnamese food. Although popular and noisy at lunchtime, Huynh is more subdued in the evening hours and conducive to intimate conversations.

Attendees at the dinner were two MLIS students at San Jose State (Alys Tryon and Jodi Levin); two SLA veterans (Chris Orr, consultant at the Office of the President of the University of California, and Rosemary Hardy, reference librarian at the US EPA Region 9 Library); plus neophyte Rebecca Kozak, a part-time librarian at the Alameda Free Library.

Topics of discussion at the dinner included: Introductions and backgrounds, online education and systems used to facilitate them, issues facing SLIS students (including internships), bicycling, the value of SLA to one's career, and professional conferences. Of special interest to the students was whether it is better to be more general in coursework, or more focused on a specific track. Chris Orr eloquently shed some guiding light on that one, noting in particular the value of acquiring digital asset management skills. Our colleague, David Grossman, History Room librarian of Mill Valley Public Library, had a deadline at work and was unable to join us. He was missed, but we had great fun anyway!

-Rebecca Kozak

From left to right: Rosemary Hardy and Chris Orr (back), and Jodi Levin, Alys Tryon, Rebecca Kozak (front)

Daly City (April 20)

Jaye Lapachet joined local library glitterati Craig Cruz (Baynet immediate past-president), Cynthia Berglez (impending SLA-SF president) and Craig Griffith (SLA-SF assistant programs director) at Boulevard Café in Daly City on April 20, 2010.

The glancing topics of conversation were wide-ranging and included Jaye's tardiness (no parking), Smartmeters (no fans in our crowd), and Capp Street prostitution and their possible information needs. The group also discussed the importance of different balancing exercises to prevent injuries from falls, techniques for lessening the impact of a traffic ticket, and the arts.

The group was heavily into the arts. Craig Cruz loves music and has been attending the opera and the symphony regularly for the past few years. Recently, he has taken up the violin again after a 20+ year hiatus. He is also taking a music theory class to enhance his knowledge and augment his other musical activities. Cynthia Berglez also appreciates musical endeavors, but in the Jazz realm. She and her husband are long-time members of SF Jazz and attend presentations regularly. Jaye knows nothing about music and listens to the same songs on her iPod over and over, but, as you probably know, adores quiltmaking and working with fabric. She is trying to entice Craig Griffith, a new fiber artist, to the quiltmaking realm.

Craig, however, is focused on travel and likes to travel off the beaten path. His adventures have included travel to Uganda and Rwanda, the Middle East and Bali, to name a few. He also enjoys reading non-fiction, which led to a discussion of the brain and recent books on the brain.

All of us had heard the NPR story (http://n.pr/bjoBkS) called the Grown Up Brain, which evolved from a book called The Secret Life of the Grown-Up Brain by Barbara Strauch. A couple of us had heard the author interviewed on Fresh Air as well. We talked about other books about the brain including Brain Rules. One of the things that came up in this discussion was balance and how doing balancing exercises can help your brain as well as prevent falls in senior citizens.

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Neighborhood continues...

The only stumbling block was the math for the bill. We had a great time and look forward to next year's neighborhood dinner.

-Jaye Lapachet

Craig Cruz and Cindy Berglez smile brightly!
Photo by Craig Griffith

Craig Griffith and Jaye Lapachet
Photo courtesy of Craig Griffith

North Oakland/Berkeley (April 20)

It was a dark and stormy day, but that did not deter six diners from meeting at Khana Peena for the North Oakland/Berkeley neighborhood dinner. The dinner was attended by Lori Austin, Judi Levin, Cynthia Matano (California Attorney General's Office and first-time host), Julie Takata (San Francisco Airport Museum), Alys Tryon (SLA-SF Academic Relations Chair), and Mardi Veiluva. Between bites of delicious Indian cuisine, the group got to know each other by discussing both professional and fun topics. The majority of the group happened to be students from San Jose State University's SLIS program. This gave those attendees the opportunity to

meet other students in the program in person and to pick the brains of the working librarians on their experiences regarding school and work. Overall, an enjoyable time was had by all. The group left full and eager to meet at another SLA-SF function.

- Cynthia Matano

Julie Takata and Lori Austin at Khana Peena
Photo by Cynthia Matano

Mardi Veiluva, Alys Tryon, and Jodi Levin
Photo by Cynthia Matano

West Portal (April 21)

Allyson Eddy Bravmann, Patricia Toney, Craig Cruz, and Craig Griffith attended dinner at Mozzarella di Bufala Pizzeria on Monday, April 26. Since Pat is graduating in May, Allyson graduated last year, and Craig Cruz graduated in 2006, all from San Jose State, it was a major topic of discussion. It was interesting following the evolution of the online classroom from Craig's classroom days through to Pat's. This discussion lead to the broader topic of learning environments, as well as tools, such as Skype, that may be used for virtual learning.

Neighborhood continues...

Both the Italian food and Brazilian food were sampled and received high marks. In summation, it was an enjoyable evening of good food and good conversation.

-Craig Griffith

Noe Valley (April 22)

We had 11! But, we only had 9 the day before. And that's how the Neighborhood Dinners go — informal, last minute, new and old friends, and great talks about almost anything. At Fattoush on Church St. we talked about our SLA chapter with the several new members, so it was great that we had some veterans there to help me out with our history. However, with such a diverse group there were too many conversational threads for me to follow. We talked about the economy, changes in MLS programs, how we stay current and connected with our fellow professionals, what we're reading, where we're traveling and where we're working, or would like to work. There were 4 science librarians; 3 students (one recent grad, one just starting the program at SJSU, and one in the midst of the same program); 2 librarians at non-profit organizations; and 4 librarians who are very active members of our chapter. I was happy so many could join me and enjoy a lovely evening in my neighborhood at a local restaurant.

The neighborhood dinners are a great way to reach out to students and new members, and an even better way to connect with our colleagues. It gives us plenty of time to really get to know new folks, and catch up with old friends. I always learn so much from these dinners and that's why I went to several this year. Thank you everyone for making it so much fun.

–Cynthia Berglez

Attendees smile for the camera!
Photo by Cynthia Berglez

Bernal Heights (April 26)

It may have been just as well that two people canceled and two more were no-shows for the Bernal Heights neighborhood dinner. Though we'd chosen Vega Restaurant's least busy night, it was so packed we had to give up the table those four would have occupied. Their loss, though with only four librarians and two "librarian enablers," we were able to hear each other and swap stories about the places our work lives had overlapped (UCSF, UCB, and others). Cyndi Berglez attended, fresh from hosting her own Noe Valley event, as did locals Teri Dowling and her partner Kathleen, who have been on The Hill for about twenty years. So have hostess Jo Falcon and her enabler Bill Spears, for once without his camera. Helen Block trucked over on the bus and then walked up the hill from Mission Street — way to work up an appetite! The food was, as expected, outstanding, though everyone managed to have room for dessert — affogato for most, insanely rich chocolate cake for some. And that was before Vega herself brought us a panna cotta on the house! If you missed it, we may try the same great venue next year, unless it gets the positive reviews it deserves and gets even busier.

-Jo Falcon

Castro (April 27)

This year's neighborhood dinner was held at Firewood Café on 18th Street and the turnout was overwhelming as usual. There were several students and new members in attendance and it gave them a chance to talk about libraries with some of the more experienced members. The group was so large that the conversations were mostly in smaller groups and this attendee can really only report from one end of the table. It was really a chance for members to get up-to-date with recent changes in their lives. Other discussions included the adverse impact of the State budget on State librarians and many comments on the rising rates of SLA annual convention fees. Also, this reporter received a discount coupon from the restaurant the day before the event and was able to distribute it to all the attendees. Convenors were Mark Mackler and Wess Murdough. Members present included: Cyndi Berglez, Beth Graham, Vivian Kobayashi,

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Neighborhood continues...

Roger Strouse, Ari Kleiman, Jeremy Snell, Winnie Chen, Blanche Chase, Lani Smith, Shelly Shoo, Hilary Schiraldi, and Amy Stabler.

-Wess-John Murdough

Old and new members enjoy each other's company
Photo by Wess-John Murdough

Attendees have fun!
Photo by Wess-John Murdough

TRYING SOMETHING NEW — HAPPY HOUR WITH SLA

By Cynthia Berglez, SLA-SF President-Elect

I'm a member of NOCALL (Northern California Law Librarians) as well as SLA, and when Diane Rodriguez sent around her announcements for NOCALL Happy Hours last year I knew a great idea when I saw it. As SLA Bay Region membership chair, I'm always looking for new ways to reach out to members and potential members. This is a fun way to meet folks that requires less time, money and commitment than our usual dinner and speaker events. I love our events, but they take a lot of organization, and they cost money. With the economy the way it is now, we're all short on time or money or both.

The first Happy Hour was my announcement that I would be at my neighborhood wine bar, Noeteca on Dolores at Valley, with a book and a glass of wine. And a lot of folks showed up. We had eight people, including some students from SJSU. After the event, one of them even sent me an e-mail saying how much fun he had and he had just gone online to join SLA. How great is that?

The second Happy Hour was a joint event with NOCALL, and of course, even more folks showed up. It was at the end of our Neighborhood Dinners and I feared our members would have had enough events, but we had a huge table at Tosca Cafe on Columbus in North Beach. I didn't count how many attendees were SLA vs. NOCALL. We all mingled together and I think everyone had a good time meeting new colleagues and talking about our similarities and differences.

The response has been pretty universal, people like Happy Hour get togethers so there will be more. If you're reading this, maybe you'd like one in your area. Great idea! Post it on the discussion list and have a meeting of your own. Then write it up for Bayline so we can all learn. That's all I'm doing, it's an experiment. SLA is a safe place to try new things, stretch your comfort zone, teach yourself something that would be useful in your career, and try something that you've always wanted to do.

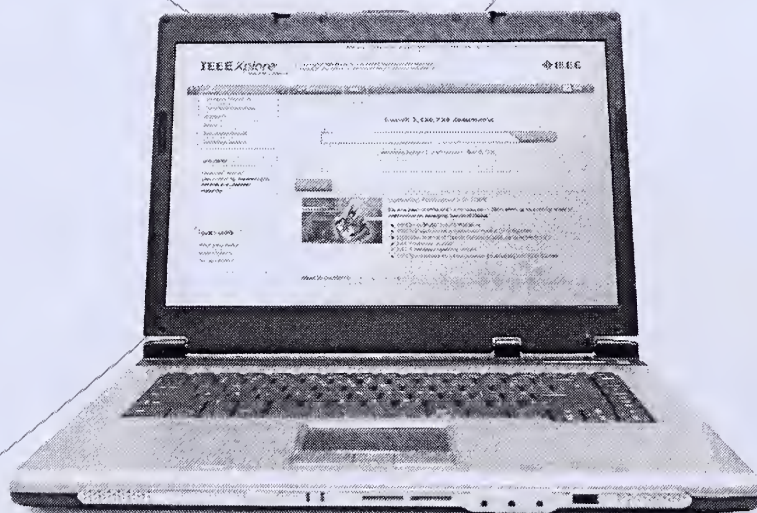# MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Rebecca Kozak, Mosaic Columnist

New Job, New Library

Congratulations to **Ari Kleiman**, who has a new position as Librarian in the brand new Patient Health Library, at UCSF Medical Center at Mount Zion, as of April 19. He will be helping patients find and understand health information, as well as performing outreach within the UCSF community to ensure that their presence is known. The ultimate goal is to have a positive impact on patient care. The web site is located at: http://mountzion.ucsfmedicalcenter.org/phl/

Previously, Ari was the Educational Technology Specialist in the Bioscience and Natural Resources Library at U.C. Berkeley.

SLA-SF NEW MEMBER RECEPTION

By Alys Tryon, SLA-SF Academic Relations Chair

New and old members networking
Photo by Alys Tryon

On May 4 from 5 to 7 pm, approximately fifty students and SLA members met in the fifth floor reception area of the Mechanics' Institute to enjoy dessert and beverages. The cafe-style layout provided ample seating. It allowed people to sit and chat in small clusters, but also move around and interact with different people. Snacks included bundt cake, brownies, and cookies from Specialties' Bakery, and people sipped on coffee and wine while chatting about librarianship and getting to know one another. For some, this ended up being more than a networking opportunity; it was a chance to hang out with other folks interested in librarianship and discuss everything from metadata to the bizarre connection between librarians and software engineers. Students had the opportunity to meet seasoned members and find out about the benefits of SLA, and new members got a big warm welcome to our local chapter. San Jose State University, Diablo Valley Community College, and the City College of San Francisco all were represented by student attendees, and visitors ranged from newcomers who just moved to the East Bay to people working in the Financial District who were dropping by after work. This event provided a unique opportunity for students to get to know our local chapter in a more personal way. Some students even mentioned afterwards that they ended up joining as a result of being so enthusiastically greeted by the current chapter representatives who showed up, and a few expressed interest in participating in future committee activities (one hopes this was not just because they were sent home with extra dessert). This event demonstrated that there is a strong student interest in SLA-SF and a lot of potential for growth in student membership. We hope this indicates that more student-focused events will transpire in the future and that they will be met with as much enthusiasm as this one was.

PROGRAMS, TOURS, AND PROFESSIONAL DEVELOPMENT COMING THIS YEAR...

By Heather Gamberg, SLA-SF Director of Programs

Watch the discussion list, reflector, and chapter web site for more details!

Friday, July 16 — Tour: San Francisco Center for the Book (http://sfcb.org/)
Early August — Program: Alex Cherian, archivist for the SF Bay Area Television Archive
(http://www.library.sfsu.edu/about/collections/sfbatv/index.php)
Fall 2010 — Professional Development Workshop: Topic TBA
— Program: Topic TBA
— Tour: Location TBA
Early December — Program: Chapter holiday party

LIBRARIAN IN BLACK SHOWS LIBRARIES HOW — AND WHY — TO GO MOBILE

By Heather Gamberg, SLA-SF Director of Programs

You've probably been on public transit or walking down the street or in a meeting or at an event OR in a library and seen a few people leaning over their mobile devices. Chances are good you're one of those people yourself. As Sarah Houghton-Jan told some 60 people May 11, 80 percent of Americans own a cell phone and that number is only expected to increase. Not only that, but mobile use of the internet is expected to be more popular than regular old desktop access by 2015. The conclusion: Everyone should be thinking about how mobile affects their clients.

After the usual networking and a delicious three-course dinner, folks from our chapter, the San Andreas chapter, and even one person from Australia packed the back room of Astaria restaurant in San Mateo to hear what the Librarian in Black (http://librarianinblack.net/librarianinblack/) could teach them about "Quick and Easy Library Mobile Services." Number one, she said, is making sure your web site is mobile friendly. I'm sure a good number of us hopped on the W3C mobileOK checker in the days following to see how our sites stack up. If it's any consolation, the WhiteHouse.gov site gets zero percent. The first easy step, then, is to create a mobile version of your web site. Sure, it doesn't look "sexy" like a regular web page, but it gets the necessary information across.

Houghton-Jan also had suggestions for mobile-friendly catalogs and databases, pointing out that open-source catalogs were better for the mobile world than their corporate-owned counterparts. Catalog and database vendors differ in their offerings, sometimes providing mobile pages and sometimes mobile applications. (A mobile app must be downloaded to a phone — just like software for computers.) Some, like WorldCat, even offer both. Check with your vendors to see what their offerings are and test them for loss of functionality and features. There are also mobile offerings for reference, Houghton-Jan said, or libraries can go the cheaper route and use text or instant messaging or even Twitter.

To toot your library's mobile horn, Houghton-Jan recommends using social media like Facebook and Twitter, which have apps for many different kinds of mobile devices, and location-based services apps like Foursquare – where people can "check in" to a location and may get tips and/or special offers. Whatever you do, market mobile with mobile. Ten thousand bookmarks touting your mobile service are likely to become 9,950 bookmarks in a box that gets pushed further and further back into a storage room.

Those who want to offer more mobility can create their own mobile apps and offer space in their libraries for mobile users. Libraries can offer walk-in mobile messaging, mobile charging outlets, and mobile media downloading centers. Perhaps the second most important thing after making sure your library web site is mobile friendly, though, is making sure your staff is too. Train them to access your services and do their work using mobile devices. The five apps that Houghton-Jan said every librarian should know are WorldCat, Alkido, Google Translate, ThinkingSpace and Foursquare.

Based on the survey responses we've received, this event was a success. For helping to make it possible, we'd like to thank our sponsors, some of whom I'm sure have put their web site through the W3C mobileOK checker since our meeting. A big thanks to IEEE, Research Solutions, LexisNexis, Reprints Desk, and Taylor & Associates. Houghton-Jan's presentation is available for viewing on the SLA-SF web site: http://units.sla.org/chapter/csfo/calendar/archive.html

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For more information, contact Donna Scott at donna.scott@mindspring.com.

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- Opportunity for a 2-4 minute presentation upon approval from chapter president

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Do you have a hidden talent or a desire to give? Do you want an opportunity to learn and grow professionally? If you answered yes, then please consider volunteering and join a Chapter committee, write an article for Bayline, mentor a library student, or volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts. Go to http://www. sla.org/chapter/csfo/volunteer2010.html, the interactive form on the SLA-SF web site or complete and e-mail this form to the individual committee chairs. See page 3 for appropriate contact information.

Administration

____ **Archives**: Helps to maintain historically important chapter documents.

____ **Bylaws/Awards**: Recognizes chapter members for professional achievement and service, and helps maintain the accuracy of committee procedure manuals and the chapter governing documents.

____ **Finance**: Prepares chapter annual budget and mid-year reports.

____ **Nominating**: Solicits and selects candidates to serve on SLA-SF committees.

____ **Strategic Planning**: Directs long-range chapter planning.

Communication

____ **Bayline**: Contributes or edits articles for the chapter newsletter.

____ **Listserve/Reflector/Discussion List**: Posts and forwards communications.

____ **Mailing**: Coordinates chapter mailings.

____ **Web Site**: Develops and maintains chapter web site.

Events

____ **Hospitality**: Selects locations and arranges dinner meetings.

____ **Tours**: Organizes visits to libraries and related organizations.

____ **Professional Development**: Organizes continuing education programs.

____ **Programs**: Selects topics/speakers, and organizes meeting programs.

Outreach

____ **Academic Relations**: Coordinates Bay Area student activities and mentoring.

____ **Government Relations**: Monitors and reports on relevant legislation.

____ **Vendor Relations**: Solicits ads for chapter bulletin/coordinates vendors to support chapter activities.

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Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

August • September 2010
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PRESIDENT'S MESSAGE

By Rochelle Richardson

Greetings! We are heading into the home stretch of Summer, and I hope you are looking forward to Autumn as much as I am.

My summer featured the SLA 2010 Annual Conference & INFO-EXPO in lovely New Orleans. The INFO-EXPO included over 400 booths, and the conference drew over 3400 attendees from 29 countries. Additionally, this year a "Virtual Conference" option was offered, resulting in over 100 online attendees; some virtual attendees told us that because of physical limitations they would not otherwise have been able to attend. Many excellent sessions were included in the Virtual Conference, and I hope it is an option that continues forward.

Conference highlights included:

• SLA Awards Honorees (http://www.slatv.org/channel.cfm?s=120&c=759): The Dow Jones Leadership Award; SLA Fellows; Hall of Fame inductees; the John Cotton Dana Award; the Member Achievement Award; Rising Stars; and the Rose L. Vormelker Award. I highly encourage everyone to review the descriptions of these awards, consider those you know who qualify, and submit nominations to our Awards Committee.

• First Five Council (http://www.sla.org/content/membership/firstfive.cfm): This group was formed to address the needs of new professionals who are just starting out in the field. The council is encouraging each unit to identify a volunteer to liaison with the First Five Council for those interested in getting involved. They are off to a running start with a series of four webinars, as well as some social networking opportunities.

• Alignment Toolkit Taskforce (http://wiki.sla.org/display/ALIGNFORCE/Home): Anne Caputo, SLA president, addressed the status of the ongoing Alignment Project and unveiled the Alignment Toolkit Taskforce, which is headed by Mary Ellen Bates. The intent of the taskforce is to transform the Alignment Project findings into useful elements that we can all use in our careers.

• West Coast Chapters Reception: Those who braved an early evening downpour were rewarded with a great opportunity to network, enjoy local food and music, and explore the Louisiana Supreme Court Building. Approximately 120 people attended, including many SLA board members and board candidates, and the law librarians were on hand to provide tours and answer questions about the library and exhibits. Although attendees were not allowed to bring cameras, a library staff member acted as the official event photographer. The photos are available here: http://picasaweb.google.com/baileyteresa/WCCR2010NewOrleans#.

There was also some important economic news from Janice Lachance, CEO, and Dan Trefethen, treasurer. Janice reported that SLA's major sources of revenue are sponsorship and advertising, conference revenue, and membership dues, and like most other organizations, revenue is down.

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Editor's Notes

Dear Readers,

This will be my second to last issue as Editor of Bayline. I've been priviledged to have had a wonderful 3 years of putting together this publication, and I must thank the 3 SLA-SF chapter presidents whom I've served under: Barbara Janis, Sandy Malloy, and Rochelle Richardson. Thank you for giving me this opportunity!

As I get ready to pass the torch onto the next Bayline Editor in 2011, I must reflect on what being Editor has meant to me these past years. As Editor, I have been able to connect with so many other members that I might never have gotten a chance to communicate with otherwise. Deciding which content to include has also given me insight into how much the Chapter does for its members in terms of programs offered, tours, professional development events, socials, and more. I'm also appreciative of all the volunteers who have stepped up to write articles and/or take photos in the past 3 years. I've never had to worry about not having enough to fill an issue with.

I'm asking for submissions for the next (and my final) issue of Bayline. The deadline for the next issue is August 31. If you would like to write an article, send in artwork/photos, or cover a specific event, let me know as soon as possible!

Contact: bayline_editor@yahoo.com
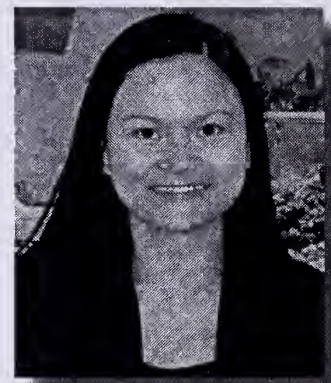
Seeing SLA Through a New Librarian's Eyes

By Jan Keiser, SLA-SF Ethics Ambassador

I had a lucky encounter at SLA this year. I usually select a number of sessions to attend at any given hour — back-up sessions in case the first one isn't worth the time (we all know this happens). During a session on Social Media, I was sitting there thinking to myself, "It's too basic — I'll learn nothing new." The woman sitting next to me, however, was excited and asked a number of "beginner" questions. I took interest because her engagement with the material was infectious. Afterwards, I spoke with her. This woman was attending SLA for the first time after graduating two years ago from the University of Michigan. She had just recently accepted a position after waiting for more than a year to receive a job interview.

I mentioned a couple of sessions I'd be attending that day and asked her to tag along. She did. What a treat! It was a little like being with a child, who sees the very simple things along the side of the road that we have begun to overlook. At the end of our sessions together, I thanked her. This woman wasn't yet world-weary. She had the level of curiosity I think is necessary for an information professional and managed to engage me. I love having conversations with students and new graduates, so I was in my element.

This encounter made me think once again how many students and new graduates (or older graduates) are reading this and wondering what to do next. That's what this space is for. We welcome letters or comments about job hunts, the frustrations of jobs, school, or life as an information professional. As I wrote last time, your letter will be given thoughtful review and it can be anonymous. If someone besides myself can address your letter more accurately, that's where it will go. We really hope to hear from readers.

P.S. I attended an ethics information session at SLA and finally have the scoop on the Ethics Ambassadors job description! I'll write up a summary of the meeting for the next newsletter.

President continues...

She stated that the services available to each member cost approximately $600 per year (per member), but the board will prioritize maintaining high-value membership benefits. Dan reported that the organization made $1.2 million less than projected for the year, although $800K was made up by cutting expenses and making efforts to balance the books elsewhere. Unfortunately, this resulted in five layoffs, plus 3 fewer staff members who left due to other types of attrition and were not replaced, for a total of 8 fewer staff members.

Looking forward, SLA 2011 will be held in Philadelphia with the theme "Future Ready." Planning appears to be in full swing, including an innovative program called "Need to Know," as in: "You there! Upper management / decision maker / stakeholder! You need to know about us!" "Need to Know" is a program designed to reach out to potential employers and non-members who should know who we are and what we do. The program is partnered with the public relations advisory committee, so if you are interested in working on this project as a "PR Chair" and liaison between our chapter and the Philadelphia "Need to Know" project, please contact me. The 2011 opening keynote will be delivered by Thomas Friedman, NY Times columnist and author of *Hot, Flat, & Crowded*. The closing keynote will be from James Kane, loyalty strategist and authority on building and maintaining loyal business relationships. (You have probably heard of Thomas Friedman, but you may not be as familiar with James Kane. I had the opportunity to hear him speak in January, and he is an extremely engaging speaker and not to be missed.) Following the theme of "Future Ready," Thomas Friedman will help us see the future, and James Kane will help us train for the future.

Closer to home, look for a program in early August featuring Alex Cherian of the SF Bay Area Television Archive, as well as a professional development program in the Fall. Bookmark the calendar page of the chapter web site and check back often for new events and announcements: http://units.sla.org/chapter/csfo/calendar/calendar.html.

CANDIDATES FOR THE 2011 SLA-SF EXECUTIVE BOARD

By David Grossman, SLA-SF Nominating Committee Chair

On behalf of the Nominating Committee for the San Francisco Bay Region Chapter of SLA, I would like to present our Chapter officer candidates for 2011:

- Mimi Calter for President-Elect
- Heather Gamberg for Secretary
- Susan Karplus for Assistant Director, Programs

Please join me in congratulating Mimi, Heather, and Susan on their nominations. A short bio of each candidate follows below.

Meet Your Candidates for San Francisco Bay Region SLA Chapter Executive Board 2010:

President Elect — Mimi Calter

As assistant university librarian and chief of staff, Mimi is involved in a variety of library policy issues, with a particular focus on copyright. In that role, she managed the development of Stanford's Copyright Renewal Database, which supports copyright assessment, and has participated in Stanford's efforts in the Google Book Search project. Before joining SULAIR, Mimi was knowledge manager for the Technology, Media & Telecommunications team in Goldman Sachs's Investment Banking division, a role which brought her from New York to California. She has also worked in library roles at PricewaterhouseCoopers and Astra Merck. Mimi received her B.A. in English (minor: Chemistry) from the University of Pennsylvania, and her Masters of Library and Information Science from Drexel University.

Mimi has previously served as treasurer, director of programs, and hospitality chair for SLA-SF and is currently the ethics ambassador for the Information Technology Division of SLA. She is an avid birder and when not in the library, will often be found gazing into the trees.

Photo courtesy by Mimi Calter

Secretary — Heather Gamberg

Heather has worked at Deutshe Bank as a business research librarian since April 2007, first as a contract employee and finally, since March 31 of this year, as a permanent employee. She graduated from San Jose State University with a Masters of Library and Information Science in December 2006.

Heather has been active in the Chapter for five years. She was webmaster from June 2005 to December 2008, bulletin editor in 2006 and 2007, assistant director of programs in 2009, and director of programs this year. As a rising star in SLA-SF, Heather was the recipient of the 2009 Horizon Award, which recognizes a chapter member who has shown promise of becoming an outstanding member of the profession.

Heather has had a long history of working in the information field, going back to her B.A. in Journalism from Chico State University in 1996. Among many other jobs, she has worked as an entertainment editor, edited a visitor's guide in Santa Barbara, and written, edited, and managed proposals for a government contractor specializing in environmental remediation and military construction. Not surprisingly, she is addicted to reading, especially books and magazines. She read an average of a book per week the first half of this year.
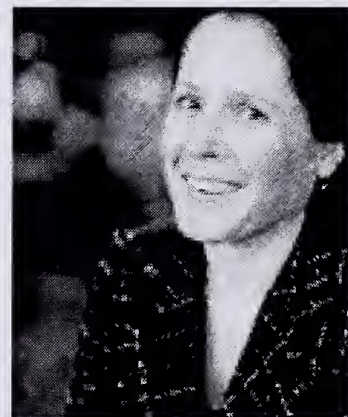

Photo courtesy by Heather Gamberg

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Candidates continues...

She also enjoys hiking, eating out, and spending time with her two cats and any other animals she's lucky enough to come across.

Assistant Director of Programs — Susan Karplus

Susan Karplus was the periodicals librarian at the Mechanics' Institute from 2008 to 2009. She received her MLS from San Jose State University in 2007. Prior to that, she worked as the cataloging assistant at St. Mary's College of California Library from 2003 to 2007.

Currently, Susan is the president of the Board of the Friends of the Orinda Public Library and a co-chair of the SLA-SF hospitality committee. She especially enjoys planning events and programs for libraries.

*Photo courtesy by
Susan Karplus*

ERMD MEMBERS PROVIDE ACCESS TO QUALITY INFORMATION SOURCES ON THE BP OIL SPILL

By Michael Sholinbeck

Well over two months old, the BP deepwater horizon oil spill has been fouling the sea, destroying wildlife and livelihoods. A multitude of ever-changing information sources have appeared, but which are the most useful? The members of the Environment and Resource Management Division of SLA have entered into a collaborative arrangement with LLOSIS (LSU Libraries Oil Spill Information Service) to provide a comprehensive site of resources related to the spill. The site includes a database of hundreds of information resources and a Twitter feed (http://www.lib.lsu.edu/ref/oilspill/index. php). It includes news sites, multimedia, patents, and more, besides more "traditional" government, academic, and commercial online resources. ERMD members are adding web sites to Delicious.com, and a feed provides links to these sites from the ERMD wiki home page. All sites added by ERMD to its Delicious account will subsequently be harvested by LSU and added to the central location. The hope is that these, in turn, will be archived by the California Digital Library's (CDL) web archiving service (see below).

All members may contribute sites to Delicious: Simply tag the site with SLAERMD, and it will appear under the "shared favorites" column on our home page (http://wiki.sla.org/display/SLADERM). In addition, to tag a site relevant to the BP oil spill, use tags such as BP, oil, oilspill, etc. You need to set up a Delicious account to do this (http://delicious.com/help/getStarted).

For those who have a Yahoo! account, use it to sign in to Delicious. No Delicious account is necessary to view the SLAERMD bookmarks. Go to http://tinyurl.com/2e3b635 to search Delicious for SLAERMD bookmarks. Another option is to use your RSS feeder to subscribe to the Delicious feed for SLAERMD (http://del.icio.us/rss/tag/SLAERMD).

Through CDL's web archiving service, future scholars will be able to study the information on the oil spill. A press release is available on the CDL web site, which includes an RSS feed of sites nominated for archiving, and instructions on how you can help build the archive by nominating sites for inclusion.

RAMBLINGS ALONG THE INFORMATION TRAIL

The Digital Dimension: Reports beyond the Reference List

By Daniel O. Holmes, MLIS, MA
Librarian and Geographer
Great Circle Information Services

At Monastery Beach, Carmel —
with Buddy

The digital world brings different approaches to presenting information. This is, to some extent, a new era for technical reports. A conventional technical report consists of a cover page, title page, abstract or executive summary, text, figures, tables, references, and appendices. It is typically presented as a paper and, these days, a copy is included as a digital file in PDF format. I recently prepared an all-digital technical consulting report that replaced the traditional reference list with the documents themselves. This approach proved far more satisfactory to the user and myself, as author, than the conventional approach.

The occasion was an analysis of water and land use history for a water rights application for some land parcels in California. The State Water Resources Control Board will be putting the application and supporting documents online. (It remains to be seen if they will put all the 3.8 gigabytes of supporting documents online). Rather than prepare a list of references, I simply included all the documentary evidence in a digital folder. It consisted of parts of government reports, maps, aerial photographs, memoranda, notes, accounting records, photographs, etc. I copied all the relevant parts of each document by digital camera, digital scanner, or paper copier. The paper copies were later scanned. Although I began with over 200 documents, in the process of writing the paper, I culled it to about 100. Every document ended up as a pdf with just the relevant pages.

Later, I prepared some analytical tables, graphics, and maps based on the documentary evidence. When the tables, graphics or maps were discussed in the text, they were simply referenced by filename like all the other documents. Thus, the report made no use of internal tables and figures and had no appendices (unless one calls the huge folder of source documents an appendix). Everything was transmitted to the client via a flash drive. Since both my analytical products (text, tables, graphics and maps) and their document sources could be viewed concurrently, it was easy to verify, for example, that the documents did in fact support my conclusions. This is a powerfully convincing approach. It is much superior to simply having a standard reference to a source.

In order for the digital files to be verifiable, it is important that each document be scanned in the following order: (1) cover (if there is one) including library call number, (2) title page (or other identifying information, e.g. title in corner of a map), and (3) relevant pages. Sometimes additional note pages should be inserted in the pdf sequence to provide dates or words of explanation. When it was impossible to obtain copies of actual documents, I made a pdf file with the reference as the heading (including the library call number, if appropriate) and typed in my notes, indicating that I made them and on what date and where.

The following file name convention was used: Each file name began with the date of publication followed by a few words characterizing the document type and/or content. For example, "1908-1935 Drainage Info.pdf"; "1963 Jun 1 Air Photos x.pdf". Sometimes the author name was included in the filename. The files automatically sequence chronologically in the digital folder. Compiling a series of digital jpegs or tiffs into the proper order from one's camera (or other sources) is easy using Adobe Acrobat.

By having just the file name cited rather than the bibliographic citation or reference, it is more convenient for the user. It greatly strengthens the use of references (in this case basically as legal evidence) because the reader can readily look up the file (and page numbers which I often included

Ramblings continues...

with the file name). A spreadsheet was also included, which linked the library or collection source to each document filename. This allows the reader to identify the locations from which the documents were obtained and thus assess the thoroughness of the researcher.

The overall procedure facilitates the compilation of evidence and makes it handy for the author to call up documents rather than fumbling around in piles of paper. Certainly, this procedure has the drawback of omitting the handy reference list where the reader could see what references were used, but that could be readily and adequately compiled from the title pages, if the need existed. In my case, using over 100 files, I found it refreshing not be typing a lengthy bibliography. Collecting the documents together was also a relatively quick process.

This approach would make it awkward to compare the documents used with a reference list were it not that the file names all start with the publication date. Unless one had hundreds of documents, it is relatively easy to determine if a document referenced elsewhere has been used for the report. In the end, I was able to quickly go through the report and verify that the proper reference was used to establish each fact. To do that with a reference list, where many of the documents were in the library, would be very difficult.

If one were establishing the report as a permanent file, the entire path rather than just the file name for each referenced document could be used, thus making access to each supporting file just a click away. Despite the disadvantage of size, it does make the report free-standing and the contents readily verifiable, an especially important part of a report being used as evidence.

What are the implications of this kind of work for libraries?

The foremost is that libraries need to facilitate copying of non-digital documents, preferably taking them directly to pdf. It needs to be inexpensive and convenient. Libraries should differentiate between items which users can copy and those which need trained staff in order to be copied. To automatically require that everything to be copied must be copied at professional quality (at substantial expense) by staff is discouraging and unnecessary. It would often be more appropriate to supply a document handler to help hold the document for the photographer or to have a special document holding/lighting devices (such as bean bags!).

Second, certain bibliometrics related to what references were used would become more difficult. However, I question what role these play in technical reports.

In conclusion, at most, modest accommodations by libraries can greatly facilitate the preparation of the thoroughly documented report. Often, libraries need to do nothing new except recognize and perhaps encourage people to use this approach. One special aspect of it is that the procedure discourages plagerism and demonstrates more convincingly when authors are being creative.

Dan Holmes (dholmes@sierranevada.org) is owner of Great Circle Information Services, which provides library and environmental consulting. His services include library needs assessment, library systems planning, and implementation. With 18 years in academia and 18 years as a consultant involved with environmental consulting firms, solving their library and document management needs is a passion.

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VOLUNTEERING AT THE LOUISIANA STATE MUSEUM HISTORICAL CENTER ARCHIVES

By Cynthia Eastman

SLA 2010 offered attendees a new option — volunteer work. There were two official volunteer sessions where attendees could help rebuild homes damaged by Hurricane Katrina. Additionally, there were four unofficial opportunities to help the Louisiana State Museum Historical Center Archives. The Archives had been moved to avoid damage from the hurricane and, now that they are back in their home, are in need of a great deal of organization and cataloging. The Archives, located in the Old U.S. Mint in the heart of the French Quarter, serve as the archives for the Louisiana State Museum. While there are several state museums located throughout Louisiana, the Archives currently are heavily slanted towards New Orleans information; however, collection development is focusing on acquiring materials for other areas of the state. There is a substantial newspaper collection as well as maps, manuscripts, photos, and sheet music.

The Archives also house a large number of books. Unfortunately, the last librarian on staff to manage that collection left in the late 80's with no replacement, and the archivists have not been able to maintain bibliographic records. This, coupled with the emergency evacuation for Katrina, has led to

M**OSAIC**: W**HAT'S HAPPENING WITH OUR MEMBERS**

By Rebecca Kozak, Mosaic Columnist

Eating in the Library

Does your workplace have a policy about food or drinks that can (or cannot!) be brought into the library or information center? If so, how do you uphold the policy and follow up when faced with transgressors?

At a public library where I work part-time, it is a common occurrence to find food wrappers and containers of assorted shapes and sizes in study room wastebaskets. It is also not unusual to discover at least one empty beverage container on the floor next to a chair, at the end of a shift.
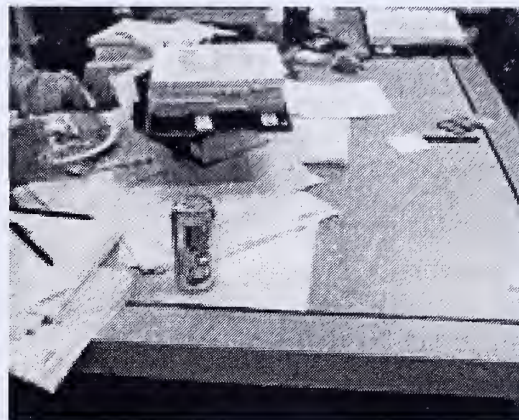
Ironically, it seems that I never catch anyone in the act of eating in the library. Reduced staffing (and consequently limited time to patrol public spaces) may be an explanation for the durability of this dilemma. A sign of the extent of this trend is that a Google search of "eating in the library" produced 1,150,000 results.

Carbo loading before the trial
Photo by Jaye Lapachet

However, sometimes the objective to maintain order is not nearly as important as ensuring that patrons, customers or clients are welcome to do their critical and generally time-sensitive work in the library, even if it coincides with their need for nourishment. At my day job at a metropolitan fire department, I wouldn't dream of asking a member of executive staff to put away his or her food while meeting or working in our library. A sign prominently posted asks everyone's cooperation in keeping the library in good shape. Yet, I know the nature of their work is unpredictable and stressful, so I clean up after them when necessary.

Thanks to Andrea Rubin, Assistant Librarian at Coblentz, Patch, Duffy & Bass LLP in San Francisco for submitting the photo above. It was taken in their library by Jaye Lapachet, Manager of Library Services, and Andrea added the caption:

Bottom line: Knowing when (if ever) and how to advance a stance on potentially thorny public relations issues is part of our multi-faceted work, and tests our versatility. In this situation, the ideal time to dissuade a lawyer from eating in the library is most likely not before the trial.

Do you have a story or a photo about life in your workplace that you'd like to share with us? Please send me news anytime for the Mosaic column, and I'll hold it for the next issue. I'm looking for items related to your professional (or personal) life. Without your contributions, there is no Mosaic column. Rkozaklewis@yahoo.com

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Volunteering continues...

almost a total breakdown in access. To get things going again, the volunteers were asked to work on a couple different projects. One was simply to create and apply spine labels based on the simplified numbering system in use. Another was to help organize vertical files. I was part of the labeling crew and partnered with another woman who took on the typing. Our first obstacle was grappling with the particular model of electric typewriters that were provided as they seemed much more finicky than what I remember using in college.

However, once we figured out some of the typewriter's quirks we got a nice rhythm going for typing, attaching, and covering with label protectors. There is no preservation program for the books, and
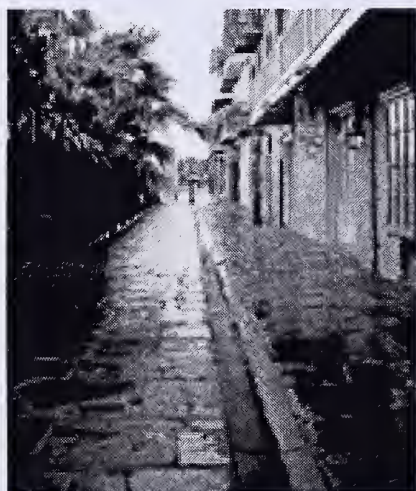
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Drink, Eat, and Beat the Heat: A Big Easy Week

By Rebecca Burgan

The exquisitely haunted city of New Orleans promised a week full of sultry nights, roistering tourists, over-proofed beverages, flesh-eating insects, endless music, and of course, the je ne sais quoi of this magical land. During these muggiest heat-wave days of summer, two vegetarian MLIS students en route to a library conference found good food, rich culture, and adventure through the old haunts of literary legend.

Right away, one can feel the special history of this town, the true melting pot, nestled within cobblestone streets, crushed shell paving, and wrought iron balconies abounding with lush greenery and sparkling Mardi Gras beads. We decided to veer off the distilled Las Vegas strip that is Bourbon Street to find more classic retreats while in the French Quarter, formerly called the Vieux Carre. However, we still had to pass through the nightly frat parade to get from our hotel, the fabulous Hotel St. Marie, to our other destinations. Bourbon Street is a lurid circus of gyrating action all around, fantastically lewd and loud. It must be seen to be believed, and then you can't stop staring at it. By each morning, the once raucous Bourbon Street became a crestfallen shell of itself, blood-shot and reeking of last night's hurricane. And yes, people still flash for beads even when it isn't Mardi Gras.

Wrought iron balcony with beads
Photo by Rebecca Burgan

New Orleans boasts a colorful selection of bookstores ripe for the browsing, many of them featuring a section of local authors. Faulkner House Books is an official literary landmark, the headquarters for the Faulkner Society, and a must see for any visitor. The cozy one-room shop is stocked floor to ceiling with an amazing collection of essential books, plus all the Faulkner you can handle. Inconspicuously tucked into Pirate's Alley in the middle of the Quarter, it was in this house that William Faulkner once resided in the 1920s and wrote his earliest novels, *Mosquitoes* and *Soldier's Pay*. The story goes that Faulkner and fellow New Orleans author William Spratling shot at pedestrians from the window with a BB gun, with the highest score for tagging a nun's habit.

Pirate's Alley, the location of
Faulkner House Books
Photo by Rebecca Burgan

Near that same Vieux Carre alley a decade later Tennessee Williams took an apartment on St. Peters Street and penned A Streetcar Named Desire. Although there is no longer a streetcar named Desire, we took a streetcar named St. Charles for antique shopping out in the Garden District, the very neighborhood that provided the setting for Williams' Suddenly, Last Summer.

This district is also the setting for many of Anne Rice's vampire and witch novels. Rice lived in the grand estate at 1239 First Street for 15 years and used the residence as inspiration for Mayfair Manor, the home in her Mayfair Witch Series. Fans of Rice's works can find points of interest all over New Orleans, as she used accurate descriptions of neighborhoods, restaurants, cemeteries, and homes in her novels. We visited the St. Louis Cemetery No. 1 with Haunted
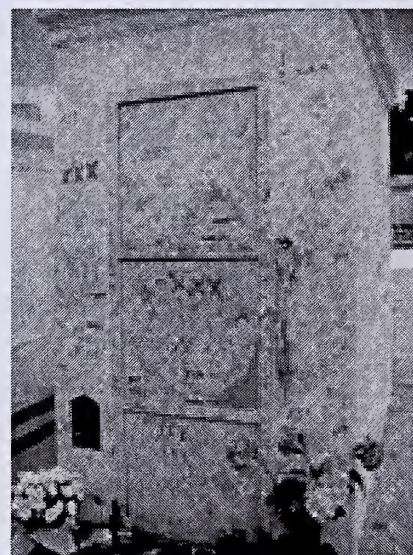
Tomb of New Orleans Voodoo Queen
Marie Laveau, marked X's by
visitors asking the spirit for favors
Photo by Rebecca Burgan

Drink continues...

History Tours, which mapped out a few famous tombs, including the highly decorated tomb of voodoo queen Marie Laveau (second most visited grave site in the country, after Elvis Presley) and the empty tomb of Rice's character, Louis the vampire, from the Vampire Chronicle books.

After strolling past the Garden District's stylish homes and verdant landscaping, the unrelenting breezeless heat forced us into the Rum House Caribbean Taqueria for a generous helping of Jerked Rasta Veggies and margaritas. This stop was only a temporary cool zone after a long walk through the sweltering streets. We ended our Garden District tour watching live brass/funk music at Tipitina's, the iconic club started in 1977 as a venue for the influential pianist and composer Professor Longhair to perform during his later years. The Soul Rebels Brass Band provided a long night of heated funk and jazz, with enough urban edge to keep the strictly college crowd waving their hands in the air for hours. After the show we ambled through stately neighborhoods with front yards dripping with old Mardi Gras beads like tinsel on a tree. The charming wooden St. Charles streetcar tottered along the street's median carrying us back to the French Quarter, windows open, coolly rolling us through the sultry air.

Although we missed the Tennessee Williams/New Orleans Literary Festival, held in March, we were able to catch a triad of classic local festivals during our week: the fourth annual Louisiana Cajun-Zydeco Festival, which coincided with the French Market Creole Tomato festival and Louisiana Seafood Festival held nearby. The three days of non-stop hard-pumping Cajun-Zydeco music on two stages coupled with exquisite heirloom tomato gourmet dishes almost made us forget that we were sitting in the direct sun on a 100-degree day. Fortunately they supplied the audience with a few high-powered mist-blowing fans for some momentary relief.

Heirloom tomato salad from Cajun-Zydeco Music/Creole Tomato Festival Photo by Rebecca Burgan

Besides the succulent tomatoes at the festival, we had to do a librarian's share of research to find substantial vegetarian food in the area. Although this city is known for its incredible seafood and deep-fried-everything, surprisingly we were able to find plenty of suitable variations of classic New Orleans cuisine. Many restaurants in the Quarter, such as Angeli on Decatur, Franks Restaurant, 13 Restaurant & Bar, and Central Grocery, now offer a vegetarian version of the traditional po'boy and muffaletta sandwiches. We even brought back a huge jar of Central Grocery's famous Italian olive salad so we could make muffaletta sandwiches at home. We should have bought a case of this stuff.

We also found veggie Creole food at the Gumbo Shop and plenty of locally brewed beers and root beers from Abita. For a bit of non-New Orleans-specific cuisine we visited Jagerhaus German Restaurant & Bar on Conti Street. After reading their enticing menu we made sure to go for several different meals. The brunch menu offered tofu scrambles and bottomless mimosas, which I had to try. The cantankerous but amusing waitress even sent me off with a lagniappe, the locally used term for an unexpected gift, or in my case, a complimentary mimosa to go.

Although our trip to the Crescent City was full to the gunwales with activity, we also made sure to fit in a few essentials: the Café du Monde for beignets, the New Orleans Museum of Art in City Park, Marie Laveau's House of Voodoo shop, every praline maker in town, and oh yeah, the SLA Annual Conference & INFO-EXPO.

Volunteering continues...

many were in fragile condition. However, we had no idea if the volumes were actually rare editions. In any case, it was our task just to help establish some order. At the end of our two hours, the volunteers were treated to a generous lunch of wraps, hummus and pitas. Thus fortified, I went out to further explore the French Quarter hoping that our little bit and that of the three sessions that followed will help the Archives get its book collection to a usable state.

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OPEN SOURCE TECHNOLOGY FOR LIBRARIES:
A PRESENTATION AT THE SLA ANNUAL CONFERENCE

By Michael Sholinbeck

Nicole C. Engard, of ByWater Solutions (http://bywatersolutions.com/), gave a lively, standing-room only presentation on *Open Source Technology for Libraries* in New Orleans. From myth-busting to tip-sharing, the talk was a fast paced, information-dense introduction to the world of open source. She started off with an informal poll of "Who uses open source in their library right now?". Some hands popped up, but when she asked "Who uses Firefox? Thunderbird? Zotero? OpenOffice?", more hands flew up. It seems many of us didn't even realize that some of the most popular programs we use are indeed open source. And what is open source? "Open source software is software that users have the ability to run, distribute, study and modify for any purpose. Open source is a collaborative software-development method that harnesses the power of peer review and transparency of process to develop code that is freely accessible. Open source draws on an ecosystem of thousands of developers and customers all over the world to drive innovation." (Jim Whitehurst, http://connect.educause.edu/display/47941).

What isn't open source? Ms. Engard spent several minutes attempting to dispel the many open source myths:

- "Open source software is not secure"
- "Open source makes me share my data"
- "How can it be any good if it's free?"
- "We don't have the staff to handle open source."
- "We've never had success with homegrown systems."

In fact, open source is at least as secure as non-open source, does not make you share data, has excellent quality control (although it is not necessarily "free" in terms of freedom to revise and improve the code, not free of charge), does not require any more staff, and is not "home grown."

She mentioned that several government entities, including the US Department of Defense, as well as many businesses are embracing open source software. As librarians, we should care about this because, like open source proponents, we:

- believe that information should be freely accessible to everyone
- give away stuff
- benefit from the generosity of others
- are about communities
- make the world a better place

The next portion of the presentation was a lengthy tour of various open source programs that libraries may find useful. I found myself jotting down notes with lots of exclamation points, as in "try this!". I learned that there are open source solutions for:

- installing applications onto a flash instead of your hard drive, in order to test them
- federated searching
- operating systems
- web conferencing
- content management
- CMS/OPAC
- ILS

and much, much more. It may take me quite a while to take a look at most of these. The point is this: Evaluate open source applications as you would non-open source applications. Does it do what you want better than other programs? Has it been around long enough so that the bugs are being worked on? What does the support community look like? Are others using it and happy with it? And, most importantly, try to break it!

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THE NATIONAL WORLD WAR II MUSEUM

By Barbara Janis, SLA-SF Past Past President

The Military Librarians' Division sponsored a tour of the National World War II Museum during the SLA annual conference in New Orleans. Here's an overview of this new and expanding museum. Its initial focus was on D-Day (June 6, 1944), when an amphibious invasion by the Allies from England to the beaches of Normandy in Nazi-occupied France took place. That is still a strong concentration, but both the war in the Pacific and the war in Europe are covered extensively.

The introductory film titled "Beyond All Boundaries" and narrated by Tom Hanks plays in the Solomon Victory Theater across the street from the museum. The podium that sits stage-right as you enter the theater is in the shape of an old fashioned console model radio. It and the rich velvet drapery evoke the 1940s era, but that's where sweet nostalgia ends. The film is a 4-D cinematic experience. No colored glasses are needed. At one point, the cockpit of a plane descends from the ceiling and then links to the rest of the plane in the film. At another point, you share the soldiers' winter as the snow falls in the theater and in the film. Vibrating seats, loud narration, the odor of smoke, and light strobes are used to full effect. The film refreshes our memories of the voices that shaped the era and the timeline of events, all of which prepare us for the greater detail in the museum itself. A caution: this is not a film or museum for young children. The gore and horror of war are not omitted.

When crossing Camp Street back to the museum, you may encounter Al Sutton, a World War II Marine Corps veteran, at the front desk. Mr. Sutton volunteers at the museum and shares his experiences of two tours of duty in the South Pacific spanning two and a half years, which included 41 encounters with the enemy. He was never shot down but his Douglas Dauntless dive bomber was shot a number of times.

The main gallery features planes, tanks, and the Higgins boat, a D-Day landing craft manufactured in New Orleans. This museum model was built by museum staff using the original mechanism. From this area you mount staircases to the second and third levels and the war unfolds. Oral histories are recounted in small alcoves, which lend an intimate feeling to the often moving stories. There are 2-minute spots that relate, for example, how a young wife overruled her controlling husband and went to work in a defense plant. Another story told how a soldier in the Pacific sleeping in his hammock was having a restless night. A recent nearby, nighttime Japanese attack had left one man beheaded. The soldier suddenly felt a huge weight hit his legs. He imagined himself paralyzed. It wasn't until dawn that he realized a coconut had fallen on his shins.

As you might expect, the museum displays many artifacts from the war. One exhibit caught my eye. The Army outfitted each soldier with a special kit that was the envy of other Allied forces. Besides all manner of necessities, the kit included several brands of cigarettes and chewing gum. Interestingly, the perspective and voice of the enemy are also heard. Two audio clips I heard showed the passion, hopes and fears of what the Japanese and German soldiers felt.

A separate gallery is devoted to the war on the home front. A poster listed "A Seven Key Plan" to help the government hold down living costs. In addition to the obvious admonition to buy their share of war bonds, it advised citizens to reduce overall debt as much as possible, provide adequate savings for the future, buy only what they need and make what they have last. (That poster should be on the required reading list still.) Visiting this museum was a great way to become educated about the war. But it is the personal narratives in video and audio format, plus the accompanying artifacts that will stay with me.

Open Source continues...

I think Ms. Engard was preaching to the choir. I'm almost certain that I heard someone shout "hallelujah!" In all seriousness, with our computer infrastructure budgets shrinking or disappearing, open source really is the way to go. I'd love to hear your open source success stories! (The slides from this presentation are available at http://www.web2learning.net/publications-presentations and includes all the programs discussed in the presentation as well as a reading list)

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SLA 2010 ANNUAL CONFERENCE IN NEW ORLEANS

By Cynthia Berglez, SLA-SF President-Elect

This was my first SLA Conference, and I was reluctant to attend at first. It's a long way to go, and I really don't respond well to heat. It's expensive and conferences are a lot of work. I went because I thought it was important, as the president-elect, to learn all I could about what is expected of me and our chapter. I also needed to learn more about the Legal Division, which is new to me. The sign-up process was as annoying as anyone who has tried to use our current software has learned to expect. However, the sessions looked very interesting, and I knew from SLA Leadership in January that there would be a lot for me to do and learn. Once there, my biggest problem was that the sessions conflicted. For many time slots there were three or more things I wanted to see.

For the chapter, there was a session on leadership (at 7:30 on Sunday morning — see what I do for you?) with news on the recent web site issues, more great information on the Alignment, and a discussion of the sad condition of Headquarters' finances. Just to let you know, our chapter is fine financially, and we intend to continue as before by providing programs that are relevant and interesting to members. With the continuing international financial trouble, membership is down worldwide, and the reduced membership rates for those of us without full-time employment is cutting into revenue as well. They are talking about a whole host of things to reduce expenses and increase revenue. They have already had significant layoffs and are doing more with less, as we all are. I know none of this is surprising, but it is sad, and I want to make sure fellow members are aware of the situation.

The good news from the leadership session is that Mary Ellen Bates will be building a toolkit to help us understand and use the results of the Alignment. For those who already know her great work, you'll understand why I'm excited. If you don't know her yet, I think you'll soon join me in fan-dom. The idea is to build a "23 Things" for the Alignment, and she's welcoming ideas, so check out the Alignment Wiki (http://wiki.sla.org/display/align/SLA+Alignment+Wiki) when you have a chance.

Of the many sessions I attended, I'm going to provide a sampling so you have an idea of what they were like. Please feel free to send me questions. The first was "60 Web Sites in 60 Minutes". I had been looking forward to this session ever since Mary Ellen Bates told us about it in January in St. Louis. I love Internet Librarian and this was like that, only condensed. Loads of web sites to look at with the privacy of your own computer and at your own speed after the session. The sites ranged from Simply Hired which many already know and use, to Zuula Search, a customizable meta search engine. There are news aggregators, the very odd Deathswitch.com which manages all your passwords after your death, and ZipList, an online grocery list that follows you from your laptop to your smart phone — you can even e-mail it to your favorite person. Who knew I needed all this?

The other session that really connected with me was "The Impact of Storms on Coastal Cities". I was expecting a discussion about data and book preservation and recovery after a natural disaster. I was so wrong. What I learned was the inside story on Hurricane Katrina. The speakers, Ivor van Heerden and Stephen A. Nelson, were the scientists instrumental in the analysis of the New Orleans levees, the storm, and the aftermath. They are the ones who built the computer models that showed the real cause of the death and destruction was the levee failure, not the storm. Our organization was able to attract such amazing speakers for an unpublicized session at 8:00 on a Wednesday morning. Sure Carville and Matalin were interesting, funny, and thought provoking, but van Heerden and Nelson are trying to save thousands of lives by preventing a future disaster. And we were all at SLA together.

So I learned a lot about our organization, how it works, and how the current economic environment is affecting it. I met wonderful people in our profession — they are smart, interesting, funny, and challenging. I learned more about my particular slice of our profession, as well as a few other slices like Knowledge Management and Competitive Intelligence that overlap us all at different times like Venn diagrams. We're all talking about budget cuts, databases, publishing, and our chapters and divisions. We're all alike and we're all very different. So next year, I won't hesitate. I'm already looking forward to Philadelphia (no, I haven't been there before either). I'll learn a lot, and I hope you'll come too.

DIVERSITY LEADERSHIP BREAKFAST AT SLA

By Cynthia Eastman

For the first time, this year I attended the Diversity Leadership breakfast at SLA. As a white female, I never thought I had a place there, but this year I was attracted to the guest speaker presentation titled "White Privilege 101". The breakfast turned out to be one of the most rewarding experiences of the conference. The speaker was Art Munin, assistant dean of students at DePaul University and consultant. Munin has degrees in psychology, community counseling, multicultural communication, and a Ph.D in higher education. In addition, he conducts workshops in diversity training and ethics and leadership.

Munin's premise is that white privilege has subverted history, perpetuating the lie that white privilege does not exist. Since history is typically written by those who win (usually the white guys), he hopes to give voice to those who have been silenced. Going through various events in history, Munin retells the stories already familiar to us but presents the other side. It was a compelling and revealing narrative that took us up to our supposedly "post-racist" era with a black man as President. Munin is an excellent speaker and the audience was thoroughly engaged with many comments and questions in follow-up.

The other activity at the breakfast was the presentation of the annual Diversity Leadership Development award. This year's award went to Nancy Snell, a hearing-impaired information professional at Kurt Salmon Associates in Atlanta. The award included a $1,000 travel stipend and complimentary registration to attend the SLA Annual Conference.

Finally, one of the breakfast sponsors was publisher Morgan and Claypool. In addition to financial support, they gave away a copy of "The Other Wes Moore: One Name, Two Fates". This is the story of two boys with the same name from poor black neighborhoods in the same area of Baltimore. One grows up to be an investment banker, Rhodes scholar, and former aide to Condoleezza Rice, while the other ends up wanted for killing a police officer. The successful Moore examines the influences and situations that led to the two different life paths. So for $25 I was treated to an excellent talk, a full served breakfast, and came home with a new book. I look forward to next year's event.

PHOTOS FROM THE 2010 SLA ANNUAL CONFERENCE

By Barbara Janis, SLA-SF Past Past President

SLA display in front of the exhibit hall
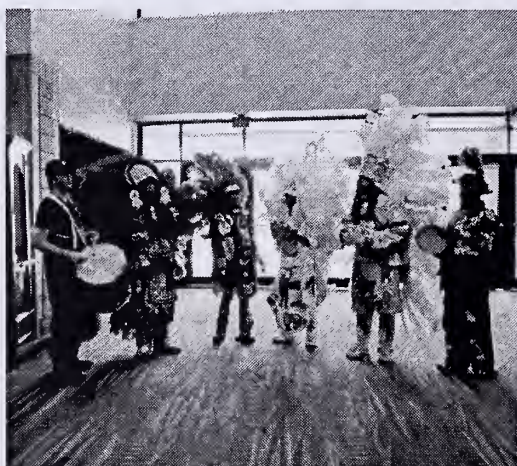
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VOLUNTEER AND GET INVOLVED IN SLA!

Do you have a hidden talent or a desire to give? Do you want an opportunity to learn and grow professionally? If you answered yes, then please consider volunteering and join a Chapter committee, write an article for Bayline, mentor a library student, or volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts. Go to http://www.sla.org/chapter/csfo/volunteer2010.html, the interactive form on the SLA-SF web site or complete and e-mail this form to the individual committee chairs. See page 3 for appropriate contact information.

Administration

___ **Archives**: Helps to maintain historically important chapter documents.

___ **Bylaws/Awards**: Recognizes chapter members for professional achievement and service, and helps maintain the accuracy of committee procedure manuals and the chapter governing documents.

___ **Finance**: Prepares chapter annual budget and mid-year reports.

___ **Nominating**: Solicits and selects candidates to serve on SLA-SF committees.

___ **Strategic Planning**: Directs long-range chapter planning.

Communication

___ **Bayline**: Contributes or edits articles for the chapter newsletter.

___ **Listserve/Reflector/Discussion List**: Posts and forwards communications.

___ **Mailing**: Coordinates chapter mailings.

___ **Web Site**: Develops and maintains chapter web site.

Events

___ **Hospitality**: Selects locations and arranges dinner meetings.

___ **Tours**: Organizes visits to libraries and related organizations.

___ **Professional Development**: Organizes continuing education programs.

___ **Programs**: Selects topics/speakers, and organizes meeting programs.

Outreach

___ **Academic Relations**: Coordinates Bay Area student activities and mentoring.

___ **Government Relations**: Monitors and reports on relevant legislation.

___ **Vendor Relations**: Solicits ads for chapter bulletin/coordinates vendors to support chapter activities.

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Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

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PRESIDENT'S MESSAGE

By Rochelle Richardson

Greetings and Happy Autumn!

It's been a quiet summer as we try to relax and recharge our batteries for the final quarter of the year, the holiday season and the winter ahead. Although I am looking forward to warmer days (fingers crossed!), I am also looking forward to early evenings and long nights. Perhaps this is the year I'll finally get the hang of knitting.

This issue contains my final official column for Bayline and it marks the beginning of the last few months of my service as chapter president. It was a year that I was not sure I wanted to undertake, and now I find myself without a single regret for having agreed to serve. However, there is one remaining question: Where did the year go?

Well, I don't know where it went either, but we are not finished yet! We look forward later this month (October 19) to hearing from Richard Esguerra of the Electronic Frontier Foundation, and on November 9, we will get an insiders look at the new Lafayette library. And, last but certainly not least, December 9 offers the year-end, wrap-up party, which is always, always a good time!

As usual, there is a core group of people who plan the chapter events, but I would like to draw your attention to the rest of the chapter leadership who keep the chapter rolling along. Over and over throughout the year, I have had the opportunity to observe, support, and be supported by these fellow members at their best — trying on new "hats," stepping out of their comfort zones, giving everything they have, and getting the job done. I am inspired and awed by the energy and spirit everyone has offered, and I am so happy to have been a part of it.

Rather than go through a roll call of everyone involved in chapter leadership, please take a look at the Advisory Council and Executive Board, listed on page 3. Some folks were new to the list in 2010 and bravely stepped up to lend their skills, learn something new, and make it their own. Many people here have volunteered for more than one year, which says to me that they must be getting something valuable out of it, in addition to having some fun. To everyone on this list, thank you!

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Volume 80 Copy Deadlines:

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Editor's Notes

Dear Readers,

This is the last issue of 2010! It's been a fun 3 years as Editor. The incoming Editor in 2011 will be Alys Tryon, who is also the SLA-SF Academic Relations Committee Chair. I'm confident that I'm leaving Bayline in very good hands.

Since this is my last Editor's column, I want to whole-heartedly thank my staff, who have supported me for all of these years. Without the careful editing by my proofers, my issues would not have flowed so smoothly.

As my final duty, in late October, I'll be sending out a final message for submissions for next year's February/March issue. Stay tuned!

And, on a personal note, I wanted to share some news from my most recent vacation. We drove through 11 U.S. states and visited 12 national parks and monuments along the way. Seeing the country this way was an amazing experience. Yellowstone National Park was by far the most beautiful national park I'd ever been to. The animals literally came within a few feet of the cars and were so majestic! I saw bison, black bears, a grizzly bear with 3 cubs, and several deer and coyotes. For those of you who have never traveled around the country on a road trip, it's highly worth it. Other noteworthy places were: Devil's Tower, Wind Cave, and Mount Rushmore.

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FIVE STRATEGIES FOR PREPARING FOR A NEW JOB OR CAREER CHANGE

By David Grossman, SLA-SF Nominations Committee Chair

In a recent post on an SLA LinkedIn discussion group, a new library school graduate sought career advice from her colleagues. As a paraprofessional working in a law library, with an M.L.S. in hand, this aspiring librarian was seeking a true professional position. Unfortunately, she felt that remaining with her current employer offered no options for advancement. She was also interested in transitioning out of law libraries altogether. She asked for suggestions on how she could keep current on rapidly changing technology and prepare herself in the best possible way for the desired transition to a new and better position.

The dilemma confronting this new library school graduate is one many of us have faced at one time or another, and though this particular individual was transitioning from para- to professional, the advice she received is relevant to any librarian or information professional trapped in a situation with no hope of advancement with their current employer, or anyone seeking to enhance their existing job situation or switch to a completely different type of library or job function.

With our natural proclivity to always lend a helping hand to those with a question, 15 or so SLA members responded to this call for help. Many offered excellent tips on keeping current and preparing for a transition to a better job. I was particularly interested because I work in an environment where I help many aspiring and existing librarians make that same transition, and because I have also been on the other side of that equation seeking that next new position. I was quite impressed with the suggestions offered. Generally speaking, they fell into five categories. Here is a synopsis of them, as well as a few of my own recommendations.

1. Reading/Classes/Webinars

Respondents suggested taking classes or participating in webinars as a way to keep current and acquire new skills. Participating in SLA's Click University courses or taking SLA's "23 Things" challenge can increase knowledge that might be useful in a career change, as well as subscribing to blogs written by knowledgeable librarians, such as *Stephen's Lighthouse*, *Librarian of Fortune* or *The Embedded Librarian*. Subscribing to e-mail lists and newsletters produced by vendors that sell products to libraries or participating in free webinars often conducted by vendors is a way to learn or keep current with new products or technologies. Also, books like *Career Options for Librarians and Info Pros* can offer greater knowledge, as can searching for online tutorials written by practitioners on YouTube or other web sites.

2. Networking

Joining professional organizations, such as SLA, ALA, ARMA, AIIM, ASIST, CLA, and others, is one way to get known in the field and learn about possible job openings. In particular, participating in meetings at the local level or joining local chapters or organizations like NOCALL, Baynet or our own SLA-SF are wise strategies for anyone pursuing a new position. Taking it to the next step by serving on committees or running for office in an organization is a wonderful way to increase one's visibility. Joining the division(s) of SLA that are most in-tune with the desired subject or business area (such as Academic, Information Technology, Engineering, etc.) or simply subscribing to their online discussion lists can be educational and increase recognition in the professional community. Respondents also mentioned social networking sites like Facebook and Twitter in addition to LinkedIn.

3. Writing/Blogging/Advertising

Writing was one of the more creative suggestions for learning and gaining notoriety and credibility. One respondent promoted the idea of starting a blog on the subject that would

Five Strategies continues...

be most relevant to the type of job the new library school grad was seeking. Writing a blog or a series of articles could help market expertise.

4. Job Search

One respondent advocated finding a part-time job in her chosen field while she continued to work in her current position. Many national or local professional organizations post job listings on their web sites, as we do for SLA-SF. Another way is to contact recruiters serving the library/information field. Typing "Library Recruiters" into Google or another web search engine will produce a number of web sites listing recruiters that place job seekers in library/ information professional positions. Another respondent encouraged asking other librarians at her current employer if she could help them with their work, offering her an opportunity to acquire additional knowledge and skills.

5. Volunteering

Of course, landing a new job is not easy, particularly when anticipating a career change where you do not have the knowledge or practical experience required for such a move. One of the best ways to acquire the skills and experience is to volunteer at a type of organization where you would like to be employed. Respondents recommended checking out schools, non-profits, archives, historical societies, museums and other organizations in need of volunteers. One suggestion was to volunteer at an academic or public library, particularly in this dismal economy where the professional staff working in these institutions might have been decimated by budget cuts. Another said that religious institutions often seek volunteers to set up or manage a library or catalog books at their facility.

Beyond establishing or running a traditional or virtual library, many organizations simply need help with research, organizing files, or web site design or management. These tasks are particularly well-suited for librarians and information professionals. Professional associations also employ many volunteers. Additionally, many web sites, such as volunteermatch.org, post numerous volunteer opportunities. In our area, many local web sites advertise for volunteers, including California Volunteers or the Bay Area Volunteer Center. Some organizations and online community bulletin boards, such as Fogster.com or a local Chamber of Commerce, can be a good source for volunteer opportunities, as well as online classified sites, like Craigslist.org.

Of all the suggestions presented for career advancement, I believe volunteering offers the most promising path, particularly when the job seeker is looking to acquire a new skill or experience that is not easily attained. Volunteers can have "hands on" experience and free training in a live situation that may not be accessible in any other way. In addition, once a volunteer has worked in a particular environment, they can tell a future employer they've already done that job and have that experience under their belt.

Working in a public library where hiring budgets are non-existent, I have witnessed first-hand the benefits volunteers obtain from hands-on experience. Running the local History Room within the context of a larger public library setting, I am a part-time, solo librarian tasked with creating a digital archive, as well as managing all aspects of the operation of a small special library/archive. After accepting this position, I quickly realized there was no way I could run a library and build an electronic archive while working less than 17 hours per week with no budget to hire staff. My only option was to recruit a volunteer workforce. My current staff of 20+ volunteers keep the History Room open more than 55 hours per week, answering reference questions, cataloging new materials and performing day-to-day operating tasks. Many volunteers also assist with projects, such as digitizing photographs, maps, oral histories and other documents in constructing our digital archive.

My current workforce is a mixture of docents and student interns: Some are currently enrolled in a graduate library/information program, some are thinking of going to library school and some are library school graduates. Unemployed librarians, as well as current

TOUR OF SAN FRANCISCO CENTER FOR THE BOOK

By Hilary Schiraldi, SLA-SF Tours Committee Chair

On Friday, July 16, 20 chapter members and friends met at the San Francisco Center for the Book for a tour and an introduction to book arts. The Center, in San Francisco's Potrero Hill, was founded in 1996 and incorporates a print studio, platemaking lab, a bindery, and an exhibit space. It offers classes in printmaking and bookbinding, and also hosts an artist-in-residence program.

As we gathered in the printmaking studio, surrounded by cabinets full of metal type, our host, center volunteer Pam DeLuca helped us use a modern letterpress machine to each print our own copy of a poem. She explained that the process can be used for either text or images, and showed us how to set moveable type and how to transfer an image onto a photopolymer plate for printing. She also demonstrated the Center's older letterpress machine, a vintage model powered by a foot-pedal.

Finally, Ms. DeLuca led us into the bindery, where we saw all the equipment used to bind books and had a chance to study some examples of book artists' work done at the Center. Some looked like traditional books, while others were more whimsical, incorporating original materials like handmade paper, or unusual formats, like children's board books. She taught us how to fold a flat sheet of paper into an octavo pamphlet, and talked about some of the ongoing projects at the Center, including a collaboration with a veterans' organization to allow Iraq and Afghanistan veterans to print books of poems and stories about their service, covered in paper made from their old military uniforms.

We lingered in the bindery long after the scheduled end of the tour, admiring the book art. Several of us purchased these books, which are available on the Center's Etsy site at: http://www.etsy.com/shop/imprintsfcb.

Five Strategies continues...

library/information practitioners, volunteer at my library/archive specifically to learn new skills or stockpile new experience they cannot obtain elsewhere in preparation for finding a new or better job.

It's a win-win situation for both parties as we provide free training for volunteers in all aspects of running a library and constructing a digital archive, historical database and library web site. They, in turn, greatly expand my workforce, keep my library running day to day and help me achieve my long-term goal of turning a room full of dusty old papers stuffed into file cabinets into a fully searchable online database. Everyone who volunteers does so for different reasons and is interested in learning different functions and working on different projects. But all my volunteers have one thing in common: They are able to walk away from my library/archive after a year or two with newfound experience and skills they can add to their resumes, which can open new doors and allow them to branch out or move up in an organization with new skills and experience they acquired for free.

I suppose this is the reason I was particularly interested in the LinkedIn post from the recent graduate seeking a better career and the responses she received from the library community. Developing a five-point plan for career advancement using the suggestions in the five categories I've listed above could be the cornerstone of a strategy for any aspiring or practicing librarian looking for career advancement or a transition into a new field — if volunteering is a part of your strategy, please give me a call.

Contemplating a career change? Seeking a path to promotion with your current employer? Looking for new ways to augment your existing skills? Mark your calendars for January 19 and February 23, 2011. The San Francisco Bay Region SLA Chapter presents a Professional Development workshop on "Expanding our Career Potential," facilitated by Deb Hunt and David Grossman. Details coming soon.

ANNOUNCEMENT: THE 2010 SLA-SF
CALL FOR NOMINEES FOR CHAPTER AWARDS

By Sandy Malloy, SLA-SF Past President and Awards Committee Chair

The Awards Committee would like to hear from you if there are any Chapter members whom you would like us to consider for receipt of chapter awards. Please use the nomination form on page 9 to submit a nominee; name-only nominations cannot be considered. More information about the awards is on the Chapter web site at: http://units.sla.org/chapter/csfo/about/award.html. Self-nominations will be accepted. We will consider nominations to all awards, but are especially focused on three: The Professional Achievement Award, the Horizon Award and the Student Award. Here are descriptions of these awards, and thank you for thinking about them:

THE PROFESSIONAL ACHIEVEMENT AWARD honors Chapter members who achieve distinction in areas of professional concern and activity. Particular attention should be given to local involvement and Chapter contributions. Nominees may excel in one or more areas, such as:

. Outstanding leadership in the Chapter, at meetings, and in committee work.

. Special and notable service to the Chapter, such as participation in special projects.

. Participation in seminars, teaching courses, and public speaking activities.

. Publication and editorial contributions to professional literature.

THE HORIZON AWARD recognizes a Chapter member of five years or fewer who has shown promise of becoming an outstanding member of the profession. This award represents an evaluation of an individual's work and participation in professional and chapter activities. Particular attention should be given to involvement and contributions to the San Francisco Bay Region Chapter.

THE STUDENT AWARD recognizes a student Chapter member for notable activities and contributions to the Chapter and the profession. The award represents an evaluation of an individual's career potential and emphasizes local activity and leadership of an exemplary nature. Must be an SLA-SF student chapter member and a student in an information professional program who achieves distinction in areas of professional concern and activity. Particular attention should be given to local involvement and Chapter contributions.

A few upcoming SLA-SF events...Save the Dates!

SLA-SF Tour
The new Lafayette Library and Learning Center
Tuesday, Nov. 9, 2010

SLA-SF Holiday Party
Thirsty Bear Restaurant & Brewery, SF
Thursday, Dec. 9, 2010

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2010 SLA-SF Chapter Nomination Form

This is our annual opportunity to recognize and acknowledge one of our members who has made notable and enduring contributions to the chapter and the profession.

Chapter Nomination Form *(All fields are required information)*
- NOMINEE'S NAME
- NOMINEE'S BIOGRAPHICAL DATA (education, past and current professional data)
- CHAPTER CONTRIBUTIONS (as many as apply from the following criteria):

    1. Outstanding leadership in the Chapter, at meetings and in committee work.

    2. Special and notable service to the Chapter, such as participation in special projects.

    3. Participation in seminars, teaching courses and public speaking activities.

    4. Publication and editorial contributions to professional literature.

    5. Innovations at the worksite.

    6. Mentoring activities that encourage others in the profession.

    7. Extracurricular activities that provide the profession and/or the Chapter with commendable publicity and acclaim.

    8. Other achievements indicating noteworthy dedication to the profession of special librarianship/information science.

and, if applicable
- DIVISION / ASSOCIATION LEVEL CONTRIBUTIONS (not a required field)

Nominations may be submitted by any Chapter member and self-nominations will be accepted. To be eligible, a nominee must be a current Chapter member, active or retired, in good standing. Current Executive Board members are ineligible for nomination. Nominations do not carry over from one year to the next.

Please submit nominations to:

Sandy Malloy, SLA-SF Bay Region Chapter
Past President & Chair, Awards Committee
sandy.malloy@businesswire.com
415-986-4422
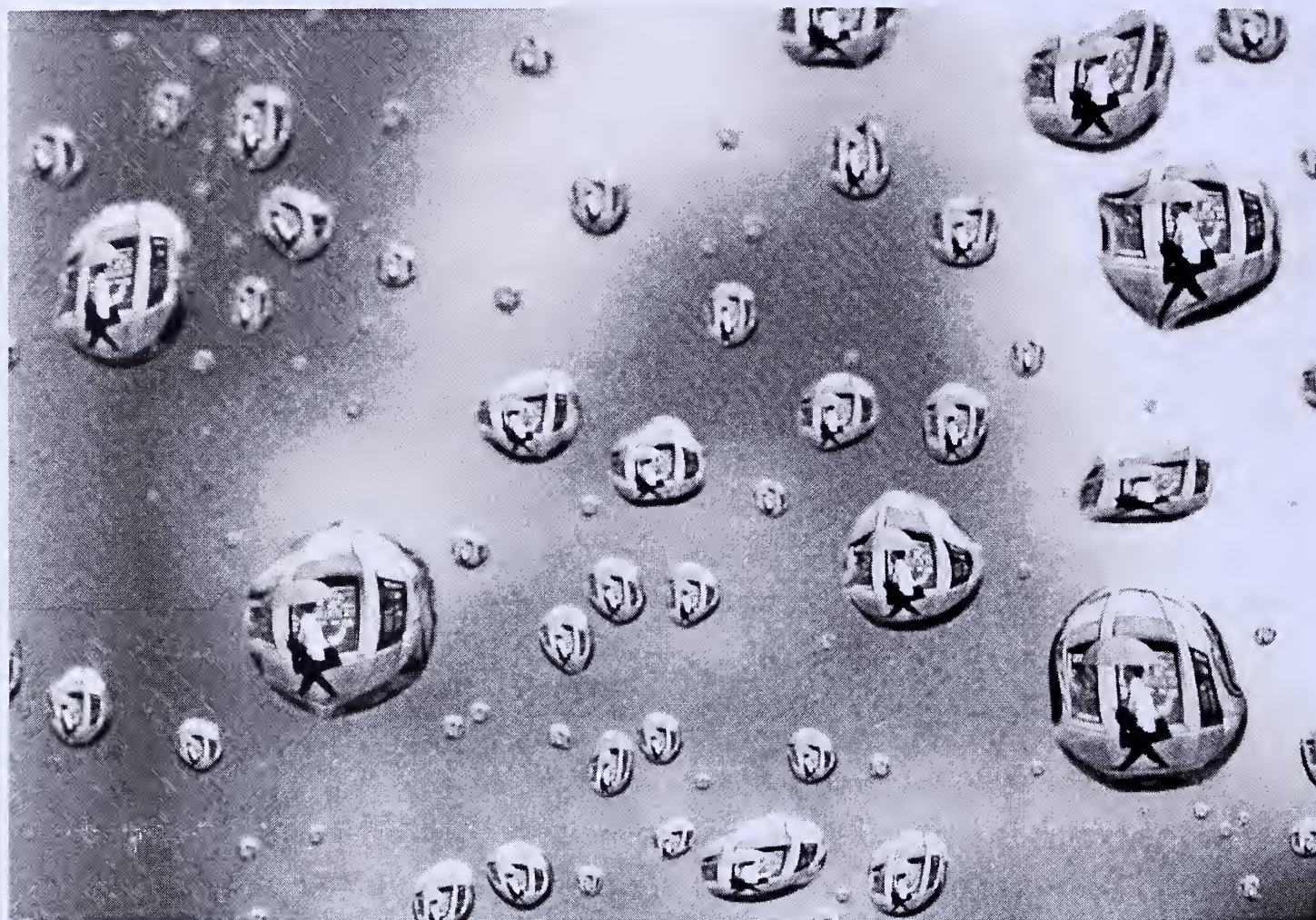
REUTERS/Kim Kyung Hoon

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MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Rebecca Kozak, Mosaic Columnist

Summer Vacation Trip

Jaye Lapachet took a road trip down 101 to Long Beach for a quilt show this summer. The quilt show included special exhibits, vendors, classes and even "make and take" sessions. While in Long Beach, Jaye also visited the South Coast Botanical Garden. On the drive, Jaye and her friend stopped and visited a number of quilt shops. She found it interesting to compare the stores, their displays and even the people employed at the stores. Jaye observed that people who work in fabric and quilt stores cannot be stereotyped! She didn't have enough sewing time, but enjoyed the trip very much.

To support her quilting habit, Jaye works as Manager of Library Services at Coblentz, Patch, Duffy & Bass LLP in San Francisco.

30 Years With Bechtel

Jeffery Mah will complete his 30th service year on October 6, 2010, with Bechtel Corporation in San Francisco. Jeff began as a cataloger in the Bechtel Central Library on October 6, 1980, and moved into more senior positions during the 80's and 90's; he was chief librarian at the time of the Bechtel Corporate Library closure in 2003. Since the library closure, he has worked as supervisor of Archive Records and Information and is currently the San Francisco Corporate Office records manager. Jeff has been active in the SLA-SF Chapter since he was a student member in 1979. He has served on the hospitality and awards committees, and as chapter treasurer. Jeff was a 2002 recipient of the SLA Diversity Leadership Award. In his spare time, he volunteers at the Embarcadero Y in San Francisco as a Y certified group exercise instructor. He teaches step aerobics several times a week and has been volunteer teaching at the Embarcadero Y since 1997. Jeff says, "Hi to all my Chapter friends, it's been great knowing many of you for 30 plus years. Thanks for the many years of friendship!"

Congratulations, Jeffery.

And Now For Something Totally Different (at least to me)

Have you heard of the Cognitive Edge Complexity Systems and Sensemaking practices? **Howard Fuller**, program manager of organizational learning at the Stupski Foundation, informs me that in August he became an accredited practitioner. His interest in complex systems and sensemaking was a natural outgrowth of systems and design thinking, organizational learning, project management and library/information science — all of which he would consider different but related disciplines. The Foundation is currently using the sensemaking tool in its research, and Howard has alpha-tested other tools recently that are in development at Cognitive Edge. These tools use probing questions and triads to collect narratives which make sense of using Cognitive Edge's techniques and tools. It's both qualitative and quantitative in nature.

The program is three days long, and most participants are familiar with many of the techniques prior to attending the accreditation program. Attendees are either practicing some of these concepts or have been reading/studying them for several years (some for decades). Dave Snowden has presented the Cynefin framework at past SLA annual conferences, and there are a small group of accredited practitioners among SLA's membership.

Howard, thanks for telling us about this cutting-edge practice.

Readers: Please send me your news any time and I will hold it for the next issue. Photos (with captions) are also welcome. Thanks for helping me make this column fun and informative. Rebecca Kozak, editor, Mosaic column Rkozaklewis@yahoo.com

VOLUNTEERING AT MAPLIGHT SHARPENS LIBRARIAN'S SEARCH AND CITIZEN SKILLS

By Sara Dudley

As a corporate law librarian, I have always looked for ways to take my skills in legal research and my interest in current events and legislative processes and apply them outside my work environment. In August 2009, I searched Craigslist "Non Profit" and found a posting for an unpaid research intern at MAPLight.org (http://maplight.org). The "map" in "MAPLight" is an acronym for "Money and Politics," and the non-profit, non-partisan organization aims to "illuminate the connection" between the two.

I was immediately intrigued, especially when I saw that MAPLight had won numerous awards for its work, including 2008 Best Reference honors from *Library Journal*. When I began interning, I was delighted to discover another librarian on staff, Steve Toub, because too often, research organizations fail to employ expert, professional researchers — us!

It was easy to see why MAPLight was award-winning and why librarians liked it. While not exactly intuitive to use (luckily for users, the site does provide a helpful how-to video and research guides), MAPLight provides information about which interest groups support current and former legislators, highlights the most important bills before Congress, and is one of the few resources that provides this sort of data for California as well.

MAPLight takes election contribution data from the Federal Election Commission ("FEC") via Center for Responsive Politics ("CRP", http://www.opensecrets.org/), combines that information with data from the Library of Congress's THOMAS (via the non-profit GovTrack, http://www.govtrack.us/), and uses Web 2.0 mash-up technology to show users which interest groups donate to which politicians (the FEC / CRP piece) and how these politicians voted on bills (the THOMAS / GovTrack piece). All of the data is publicly available, but by combining it in this way and presenting it visually, allows users to analyze and transform it from mere isolated "data" into true "information." While I appreciate that the Federal and California governments make this data available, navigating government web sites and extracting useful information is extremely challenging. While the difficulty of doing this certainly provides job security for law librarians, it does not provide good value for taxpayers. Organizations like CRP, GovTrack, and MAPLight are necessary in order to bridge this divide.

My job, along with the research intern and others at MAPLight, is to uncover what position interest groups have in relation to the legislation. The data ultimately reveals whether or not legislators vote for or against the interests of their major donors. Research interns use many sources to determine what position an interest group has regarding a bill. My favorite is testimony from congressional hearings. Witnesses always state who they represent and how they feel about the bill that they have been called in to testify about, and they provide prepared statements that are available for me to read, analyze, and quote. Additional sources include web sites of special interest groups and news articles.

All the sources are cited with PDF documentation and made available for review by users. Here is an example of how MAPLight works using a bill that I researched from the current Congress, HR 5820, the "Toxic Chemicals Safety Act." No votes have been taken, but four organizations have already logged support for the bill and two organizations have come out against it. The organizations that do not support the bill represent the interest group "Chemicals" and the supporting organizations are from the interest group sectors of "Environmental Policy" and "Building Materials" (the categories are determined by the Center for Responsive Politics and selected by the researcher). If I stated that Chemical industry does not support this bill, clicking on "Need Proof?" will show the following, with an attached PDF:

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MAPLight continues...

"American Chemical Council Testimony of Calvin M. Dooley, President and CEO American Chemistry Council: Hearing before the U.S. House of Representatives, Committee on Energy and Commerce, Subcommittee on Commerce, Trade and Consumer Protection. 111th Cong., 2nd Sess., (2010). (Testimony of Calvin M. Dooley). Retrieved July 29, 2010, from Dooley.Testimony.07.29.2010.pdf."

You can then read Mr. Dooley's testimony and find this quote among others: "our assessment of H.R. 5208 as currently drafted promotes unworkable approaches to chemicals management" and confirm that the American Chemical Council does not support the bill as currently drafted. (Although they may support a future version of, or amendment to this bill, but they do not support the bill as currently written.)

MAPLight also allows users to look up legislators and see who their top donors are by industry and zip code. For example, U.S. Representative and Chair of the House Committee on Financial Services Barney Frank's top three donor categories are from the very industries that he is in charge of crafting legislation to oversee — Insurance, Securities & Investment, and Real Estate, and seven of his top ten contributing zip codes are from the metro D.C. area, i.e., interest groups with offices near the Capitol, and not small donors from his home state.

MAPLight is a truly non-partisan organization, as it contains data about all U.S. and California legislators regardless of party, and interest groups including big businesses, unions, human rights organizations, and everything in between. If MAPLight has a point of view, it is simply this: to give citizens the data they need in order to draw their own conclusions, with one big hint — money plays a large role in our political system. What you choose to do with the information is up to you.

My volunteer work there continues to be rewarding and informative. I have learned a great deal about the legislative process, including following bills from both Houses of Congress from draft to enrollment. It has made me both a better citizen and law librarian. It has been a while since I expanded my knowledge so much beyond work-related necessities, such as learning how to use another type of software or a new search strategy.

I would encourage any librarian to think about how to apply their skills and interests to a venture outside of the bounds of their job. You may be surprised at how much you know, how valuable your skills are, and how much fun you can have.

Research Guides

U.S. Congress - http://maplight.org/us-congress/guide
California - http://maplight.org/california/guide
Library of Congress, THOMAS - http://thomas.loc.gov/

Further Reading

Fix Congress First - http://www.fixcongressfirst.org/
Public Campaign - http://www.publicampaign.org/
You Street - http://youstreet.org/
Common Cause - http://www.commoncause.org/
Campaign Finance Institute - http://cfinst.org/

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"NET NEUTRALITY: GETTING IT RIGHT"

Richard Esguerra, Staff Activist at the Electronic Frontier Foundation, a non-profit dedicated to protecting digital civil liberties, promoting innovation, and speaking out on behalf of avid technology users worldwide. (http://www.eff.org)

Tuesday, October 19, 2010

Berkeley City Club, Durant Avenue, Berkeley, CA 94704

http://berkeleycityclub.com. (510) 848-7800

"Net neutrality" describes a guarantee that Internet service providers won't interfere with subscribers' communications on the Internet. When it comes to net neutrality, Internet users want it, big telecom companies generally don't, and the government is trying to figure out how to make it a reality. Come learn how net neutrality could impact the future of the Internet, and why it's vital to do more than just "get Net Neutrality," but to "get Net Neutrality right.", because if we don't, your ability to connect to the Internet may be affected!

Agenda
5:30 – 7:00 p.m. Registration, networking and appetizers
7:00 – 8:15 p.m. Announcements and program

Menu
A variety of hot and cold hors d'oeuvres will be served, as will non-alcoholic beverages. Beer and wine will be available for purchase from a no-host bar.

Cost
$25 for members; $30 for non-members; and $20 for students, retired, or unemployed For new members who have not used your free coupon, please remember that is an option.

Transportation
Public Transit: Berkeley City Club is about six blocks from the Downtown Berkeley BART station.

Parking: Street parking is difficult. There are parking lots at in the Sather Gate Public Garage at 2450 Durant Ave. and at UC Berkeley (the closest lots are the Bancroft Fulton and the Ellsworth structure). There may also be parking at First Presbyterian Church on Channing Way between Telegraph and Dana and Douglas Parking (behind and across street from BCC).

Registration
Online registration: http://units.sla.org/chapter/csfo/calendar/regform_neutrality.html
(Note: You do NOT need a PayPal account to register through this PayPal-administered site.)

------------------ **Register by mail by sending this portion with your check to** --------------------

Susan Karplus
117 Miramonte Drive
Moraga, CA 94556-1003
Telephone: (925) 330-5035
E-mail: skkarplus@mac.com

Name:_____Telephone:_____

E-mail:_____ Check one: SLA member:____ Non-member:____

Employer/Affiliation:_____

Check enclosed for $_____ ($25 for members; $30 for non-members; and $20 for students, unemployed, or retired) or coupon for new members.

Please make checks payable to: SF Bay Region Chapter, SLA

** Please register online or ensure your mail-in registration form and check are received no later than Monday, October, 11, 2010 **

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1/2 Page	$135	$ 608
Full Page	$250	$1125

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Contact Donna Scott at:
925-899-4405 or
donna.scott@mindspring.com

Full cost of ad placement is due and payable prior to publication.

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Want to get your name out to our members and other information professionals? Sponsor programs in 2010 and get a great deal!

Platinum Level: Sponsor 4 events and receive a 20% discount plus 4 complimentary ads* in Bayline

Gold Level: Sponsor 3 events and receive a 15% discount plus 3 complimentary ads*

Silver Level: Sponsor 2 events and receive a 10% discount plus 2 complimentary ads*

*At the $500 level, receive a free 1/2-page size ad; at the $300 level, receive a free 1/4-page size ad; and at the $150 level, receive a free business card-size ad.

For more information, contact Donna Scott at donna.scott@mindspring.com.

EVENTS/DINNER PROGRAM SPONSORSHIP RATES

Calendar events are on the SLA-SF web site:
http://www.sla.org/chapter/csfo/csfo.html

$150 Sponsorship includes:
- Free attendance/registration for your representative
- Recognition from podium
- Sponsor name displayed on sign at the event
- Recognition in the SLA Bayline newsletter

$300 sponsorship:
- Includes all of the above, plus:
- Sponsor listed in the meeting announcement
- Sponsor may distribute literature at the registration table

$500 sponsorship:
- Includes all of the above, plus:
- Opportunity for a 2-4 minute presentation upon approval from chapter president

VOLUNTEER AND GET INVOLVED IN SLA!

Do you have a hidden talent or a desire to give? Do you want an opportunity to learn and grow professionally? If you answered yes, then please consider volunteering and join a Chapter committee, write an article for Bayline, mentor a library student, or volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts. Go to http://www.sla.org/chapter/csfo/volunteer2010.html, the interactive form on the SLA-SF web site or complete and e-mail this form to the individual committee chairs. See page 3 for appropriate contact information.

Administration

____ **Archives**: Helps to maintain historically important chapter documents.

____ **Bylaws/Awards**: Recognizes chapter members for professional achievement and service, and helps maintain the accuracy of committee procedure manuals and the chapter governing documents.

____ **Finance**: Prepares chapter annual budget and mid-year reports.

____ **Nominating**: Solicits and selects candidates to serve on SLA-SF committees.

____ **Strategic Planning**: Directs long-range chapter planning.

Communication

____ **Bayline**: Contributes or edits articles for the chapter newsletter.

____ **Listserve/Reflector/Discussion List**: Posts and forwards communications.

____ **Mailing**: Coordinates chapter mailings.

____ **Web Site**: Develops and maintains chapter web site.

Events

____ **Hospitality**: Selects locations and arranges dinner meetings.

____ **Tours**: Organizes visits to libraries and related organizations.

____ **Professional Development**: Organizes continuing education programs.

____ **Programs**: Selects topics/speakers, and organizes meeting programs.

Outreach

____ **Academic Relations**: Coordinates Bay Area student activities and mentoring.

____ **Government Relations**: Monitors and reports on relevant legislation.

____ **Vendor Relations**: Solicits ads for chapter bulletin/coordinates vendors to support chapter activities.

Name: _____ Organization: _____

Phone: _____ E-mail _____

Fax: _____